



Craftsmen's Convention Issue

PERIODICAL

The Inland Printer JULY 1948

29

th Annual Convention of

The International Association of Printing House Craftsmen

Cleveland, Ohio — August 8, 9, 10, 11, 1948

Before choosing any printing paper...

Look at Levelcoat*

Look at Levelcoat... for brightness

Eye it. See how the use of specially selected clays gives sparkling surface brilliance to Levelcoat* printing paper. Print with it! Picture type and illustration in the brightest looking book you've ever produced—on a background of Levelcoat luster.

Look at Levelcoat... for smoothness

Let Levelcoat show you how swan-smooth a paper surface can be. You'll discover a satiny coating flowed on with watchmaker precision—a smoothness which makes beautiful kiss-impression printing both easier to produce and more certain in effect.

Look at Levelcoat... for printability

The press itself can prove to you the outstanding printability of Levelcoat. On your next printing job, test the uniformly smooth performance of this distinctive paper. You'll be happy with the results, pleased that you gave your printing the Levelcoat lift.



Illustrated here is a typical use of Levelcoat*, not an actual booklet

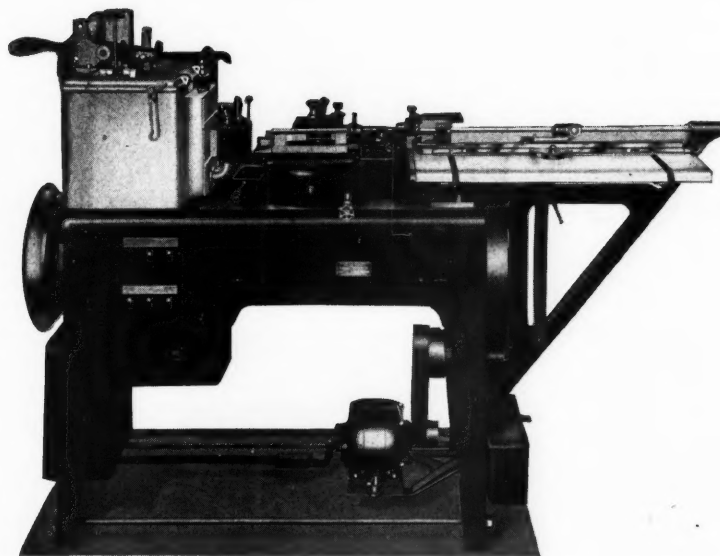
IT PAYS TO LOOK AT LEVELCOAT

*TRADEMARK
†T. M. REG. U. S. PAT. OFF.



Levelcoat* printing papers are made in these grades: Trufect†, Kimfect†, Multifect† and Rotofect†.

KIMBERLY-CLARK CORPORATION, NEENAH, WISCONSIN



The ELROD

Supplies strip material from 1-point to 36-points in thickness—a wide range of product from a single machine. Assures abundance of leads, slugs, border rules, and base material for mounting cuts, shell casts and electros, as well as metal furniture for blocking out, or for use in makeup.

Elrod material is of high quality, being formed in the mold as a continuous strip of metal, cooled and solidified under pressure. It is uniform in height and thickness and therefore meets the

exacting printing, electrotyping and stereotyping requirements of today's printers and publishers.

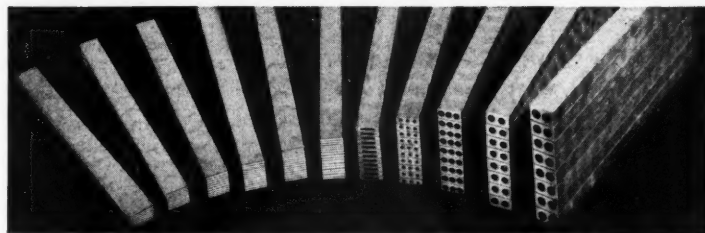
Simplicity of Elrod design makes for a dependable machine, with minimum upkeep costs. The Elrod consistently produces a plentiful and constant supply of quality material.

The fact that so many commercial and publication plants, newspapers and trade compositors use only Elrod for strip material needs is evidence of entire satisfaction with its production.



LUDLOW

*All-Slug System
of Job, Display
and Ruleform
Composition*



Partial showing of Elrod material from 1-point to 36-points in thickness

Ludlow Typograph Company • 2032 Clybourn Avenue, Chicago 14, Illinois

Published monthly by Maclean-Hunter Publishing Corporation, 300 West Jackson Boulevard, Chicago 6, Illinois. Subscription, \$4.00 a year in advance; single copies 40 cents. (Send Canadian funds—\$4.50 a year; single copies, 45 cents—to The Inland Printer, Terminal A, P. O. Box 100, Toronto.) Foreign \$10.00 a year; three years, \$30.00. Entered as second-class matter, June 26, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry at Lafayette, Indiana, under date of April 30, 1948. Copyrighted 1948 Maclean-Hunter Publishing Corporation.

ARE THESE YOUR CUSTOMERS ?



BANKER prefers the impressive quality of Weston papers for letterheads and important records.



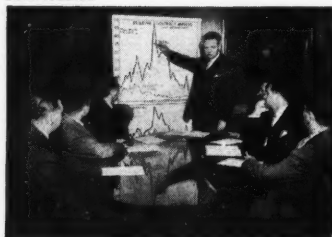
MANUFACTURER chooses Weston papers for sales letters, correspondence, production and sales records.



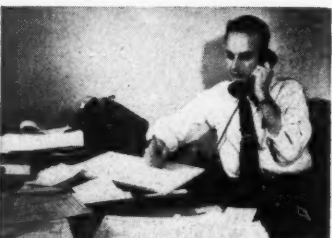
INSURANCE COMPANY Among the largest users of high grade Weston papers.



LAWYER insists on permanent Weston papers for documents, deeds, countless legal uses.



GOVERNMENT County, state, municipal offices consider Weston papers standard for their needs.



UTILITY COMPANIES know that Weston papers cost no more yet cut the cost of record keeping.



INSTITUTIONS rely on the superior Weston quality to create a favorable impression.



MERCHANTS use Weston papers for accounting, stock control, sales records, advertising.



SERVICES Use Weston papers to promote efficiency in record keeping and effectiveness in sales letters.



PROFESSIONAL MEN choose finer quality Weston papers for their distinguished letterheads.

THEY ALL KNOW
THE VALUE OF
Weston
Cotton Fibre Papers

BONDS

WESTON'S BOND
Extra No. 1, 100% Cotton Fibre
WESTON'S DEFIANCE BOND
100% Cotton Fibre
WESTON'S HOLMESDALE BOND
75% Cotton Fibre Content
WESTON'S WINCHESTER BOND
50% Cotton Fibre Content
WESTON'S BLACKSTONE BOND
25% Cotton Fibre Content
WESTON'S BLACKSTONE OPAQUE
25% Cotton Fibre Content

LEDGERS

BYRON WESTON CO. LINEN RECORD
Extra No. 1, 100% New White
Cotton and Linen Fibre
WESTON'S DEFIANCE LEDGER
100% Cotton Fibre
WESTON'S WAVERLY LEDGER
75% Cotton Fibre Content
WESTON'S CENTENNIAL LEDGER
75% Cotton Fibre Content
WESTON'S WINCHESTER LEDGER
50% Cotton Fibre Content
WESTON'S BLACKSTONE LEDGER
25% Cotton Fibre Content

INDEX BRISTOLS

WESTON'S DEFIANCE INDEX
100% Cotton Fibre
WESTON'S WINCHESTER INDEX
50% Cotton Fibre Content
WESTON'S MACHINE POSTING INDEX
50% Cotton Fibre Content
WESTON'S TYPACOUNT INDEX
25% Cotton Fibre Content

MACHINE ACCOUNTING

WESTON'S MACHINE POSTING LEDGER
50% Cotton Fibre Content
WESTON'S TYPACOUNT POSTING
25% Cotton Fibre Content

SPECIALTIES

WESTON'S DIPLOMA PARCHMENT
100% Cotton Fibre
WESTON'S FINGERPRINT INDEX
50% Cotton Fibre Content
BYWESCO MANUSCRIPT COVERS

The New Dual-Purpose Paper **WESTON'S OPAQUE SCRIPT** for Reports and Announcements

BYRON WESTON COMPANY • DALTON • MASSACHUSETTS

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Makers of Papers
for Business Records

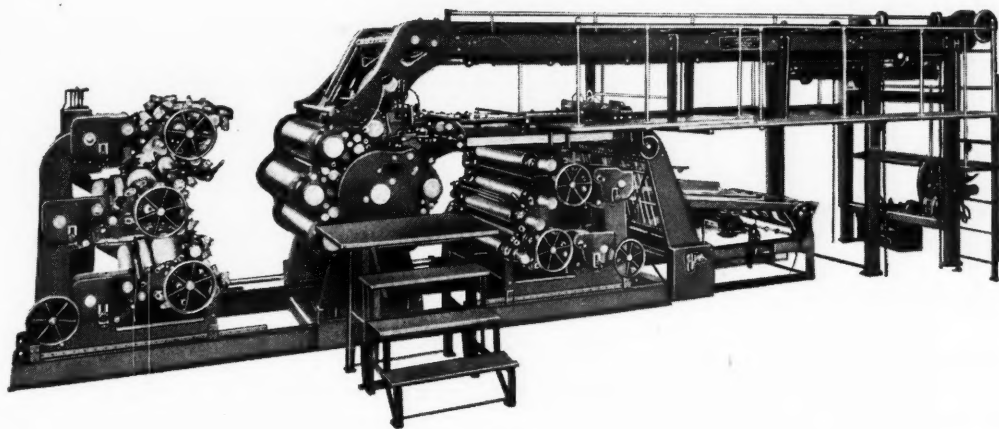
FIVE

COLOR

PRINTING

This Cottrell five-color sheet fed rotary press
enjoys a world-wide reputation for producing printing
of outstanding quality at high speeds.

The 36" x 48" Cottrell five-color rotary has a printing speed up
to 5500 sheets per hour and the 48" x 71" has a printing
speed up to 4500 sheets per hour . . . production means profit.



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ATF Spartan is ideal for reproduction by any process, on any stock, maintaining its maximum character and legibility under both negative and positive photo-engraving.

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Medium *Italic*
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Heavy *Italic*
Black
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Black Condensed
Black Condensed Italic

The three graduated weights of ATF Spartan, and now the newest arrival, Spartan Black Condensed, all are accompanied by companionate Italics. All members of the ATF Spartan family, together with their useful accessories, perfectly match their Linotype counterparts in the body sizes, and also project the design characteristics throughout the full series from 6 to 120 point. Write to your ATF Branch Office for complete showings.

American Type Founders

200 Elmora Avenue, Elizabeth B, New Jersey
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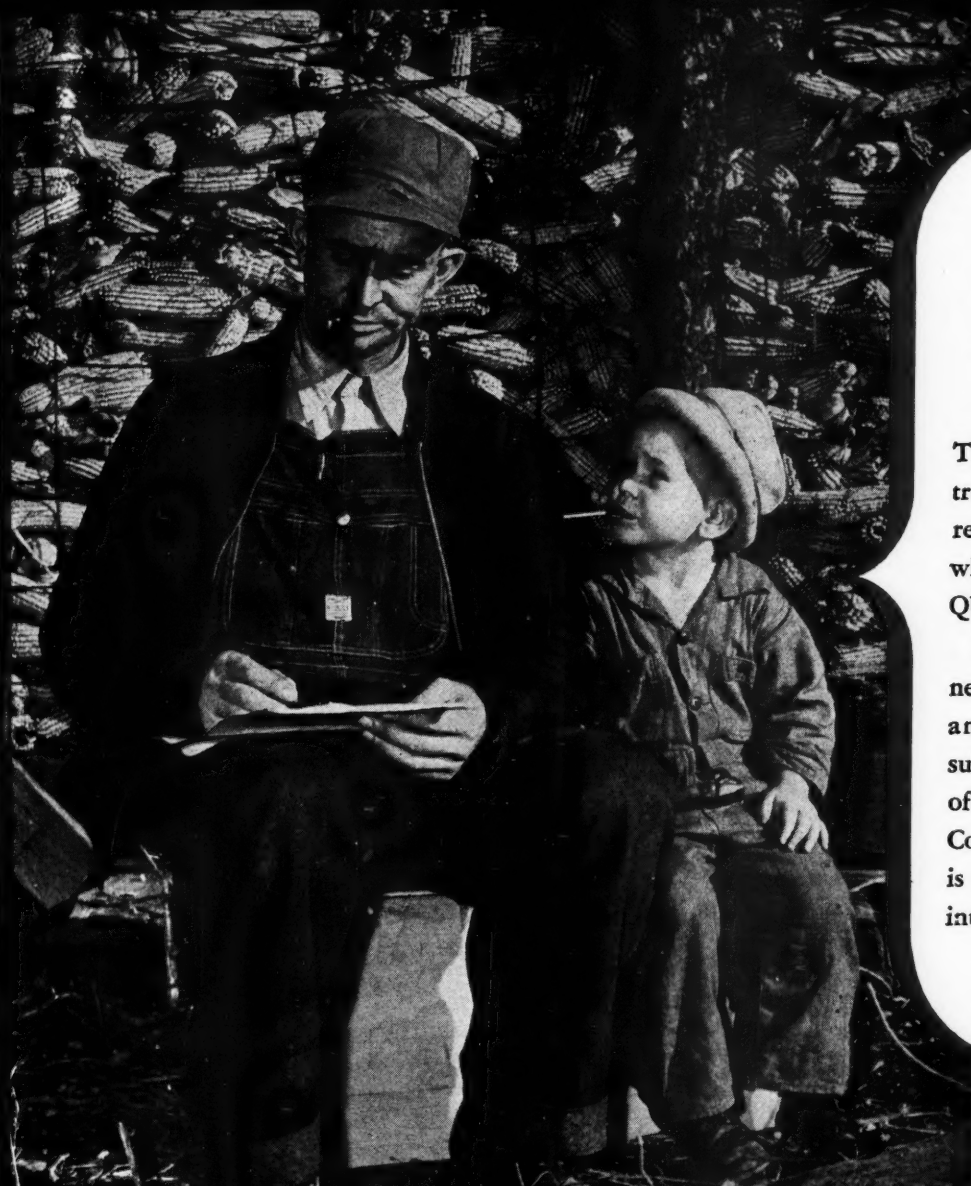


Photo Courtesy of
THE FARM QUARTERLY

***Fine Half-Tone
Reproductions
Require Fine
Coated Paper***

This real-life photograph attracted unusual attention to a recent article on Hybrid Corn which appeared in THE FARM QUARTERLY Magazine.

Maximum printed effectiveness for this and other black-and-white and full-color subjects was insured by the use of a *quality coated paper* . . . Consolidated Coated . . . which is regularly specified for this interesting farm publication.

Consolidated Coated

Papers { PRODUCTION GLOSS
MODERN GLOSS



Publishers, printers and advertisers know the fine quality of Consolidated Coated with its perfectly smooth, clear surface on which the most *difficult engravings can be reproduced strikingly and flawlessly*. They know its price makes it practical for jobs for which other coated papers are beyond the average budget.

Since first introduced, over twelve years ago, Consolidated Coated Papers have been on the "preferred list" for quality jobs and have become, in many cases, the standard of value by which coated papers are judged.

Manufactured in weights down to 45 pounds, Consolidated Coated Papers meet almost any printing need.

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WISCONSIN RAPIDS, WISCONSIN

Five Modern Mills

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PROBABLY your next printing job won't have quite as many folds as an accordion. But no matter how many folds it does have—accordion, French or just a simple fold—when you specify Oxford Maine-fold Enamel, you can be certain your choice of this superior letterpress paper will mean quality results.

For Oxford Maine-fold Enamel combines bright, white color and uniformity with exceptional folding strength. Its fine printing surface means you'll get clean, sparkling reproduction—in black and white or color, from type or half-tones.

The *foldability* of Maine-fold Enamel—combined with this fine *printability*—makes it your best bet for letterpress-printed folders, flyers, envelope stuffers, brochures, etc.

A top-quality paper like Maine-fold

Enamel—skilfully combining printability and folding strength—is characteristic of Oxford's line of papers. For *craftsmanship*, backed by years of experience in making fine papers and by a completely-integrated mill, always assures you of papers that are

right, when you specify Oxford.

For practical suggestions that will help you obtain better printing results on any job, consult your Oxford Paper Merchant—*ready to serve you* in any of 48 key cities coast to coast.



Oxford's line includes: Polar Superfine Enamel, Maineflex Enamel Offset,* Maineflex C1S Litho, Maine-fold Enamel, White Seal Enamel, Engraving-tone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.

*Maineflex does for offset and gloss-ink printing what Maine-fold does for letterpress.

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LICK VIBRATION
DAMAGE**

Mount Your Presses On

UNISORB!

**No Bolts... No Lag Screws...
No Destructive Floor
Drilling**

You can anchor every kind of press, every size press, on any kind of floor... with UNISORB.

UNISORB-Mounting requires no bolts, no lag screws, none of the old-fashioned, needless floor drilling. A special cement binds the UNISORB pads to the press feet and the floor with a *minimum* holding strength of 1500 lbs. per square foot. Permanent set absolutely prevents riding.

UNISORB Press Mounting lasts years, with no maintenance. Absorbs from 60% to 85% of transmitted vibration and noise... saves floors, building and presses... provides workers with quieter working conditions (which benefits employer as well as employees!)

Write for UNISORB sample and full details.

Harris Offset Type EL 22 x 34, mounted on UNISORB pads at A. T. Howard Company, Boston. Says Company President, Mr. S. M. Sears: "The installation of Felters' UNISORB pads under our presses and other machines when we moved to this location in July, 1945, has proved a worthwhile investment.

"We notice the machines make less noise, and vibration is greatly reduced... which permits high speed operation.

"We can conscientiously recommend this to anyone in the printing business wishing to make a similar installation."



LOOK FOR THE RED CENTER

AND UNISORB BRAND MARK

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YOUR PAPER MERCHANT
CAN SUPPLY YOU
WITH ENVELOPES
MADE BY OLD COLONY

Old Colony Newspaper

A ROUNDUP
OF ENVELOPE NEWS AND
INFORMATION OF VALUE
TO PRINTERS

NUMBER
ELEVEN

PUBLISHED BY OLD COLONY ENVELOPE COMPANY, WESTFIELD, MASS.
Envelope Makers for Brown Company, Eastern, Hurlbut, Mead, Rising, Strathmore, Valley and Warren

JULY
1948

UNDER THE FLAP

By S. GUY ASHLEY
Vice President and Sales Manager

Things move so fast today, it's hard for us "ordinary mortals" to keep up. This was impressed upon me by the recent "Air Mail Week" — endorsed by our President, the U. S. Post Office, and millions of us air mail boosters.

I gathered some figures together the other day and was amazed to see how economical air mail is compared with other forms of communication.

For example, I can send a 2500-word message on four regular 8½ x 11 sheets in a #10 Air Route Bond Envelope, air mail special, for 18 cents. Mailed Monday afternoon, let us say, from our town of Westfield, Mass., my 2500-word message would be delivered in Chicago Tuesday morning (or way down in Dallas Tuesday afternoon). Compare this with a 25-word night letter which, from Westfield to Chicago, would cost 66 cents plus tax. Compare it also with a Westfield to Chicago 'phone call . . . by talking as fast as a radio announcer I might be able to speak 500 words in 3 minutes but the cost would be \$1.55 plus tax.

Yes sir, air mail is the real buy for speedy and economical communication . . . and Old Colony's Air Route Bond Envelopes are right "on the beam", too!

AIR ROUTE BOND — FOR AIR-MINDED CUSTOMERS

Air Route Bond Envelopes are designed to carry regular business mail economically over the airways. The paper is strong and opaque . . . red and blue parallelograms provide an arresting air mail border.

Air Route Bond Envelopes are available, with commercial flap, in three popular business correspondence sizes — 6¼, 9 and 10. Selected merchants everywhere.

REMEMBER—LOOK TWICE AT THE LABEL

A feature of earlier *Newspage* issues was a review of envelope labels familiar to printers everywhere — labels for Eastern, Mead, Rising, Strathmore and Hurlbut envelopes. We'd like to remind our readers to look twice at these famous labels, for on them you'll find the sign of quality envelope manufacture — "Made By Old Colony Envelope Company."

ADJUSTABLE DIES CAN SOLVE MANY PROBLEMS

The Eleventh in a Behind-the-Scenes Series On Making Quality Envelopes

The flexibility of a rotary envelope-making machine is clearly shown by its ability to handle adjustable die (or blade cut) blanks which vary in size from 3" x 4¼" to 9½" x 12½" (open side) and to 12" x 15" (open end). Envelopes with smaller or larger dimensions can be cut with adjustable dies — but these must be handfolded, not machine run.

On rotaries, the parts can be adjusted to accommodate variations in size, whereas with a plunger machine you must have different parts for each size and style of envelope.

CAREFUL WORKMANSHIP NEEDED TO MAKE QUALITY ENVELOPES — AND TO EARN SAFETY CONTEST HONORS

Winning of Three 1947 Safety Awards Reflects Craftsmanship
of Old Colony Employees

WESTFIELD, MASS. — Maintaining the superior quality of envelopes made by Old Colony can be traced to the careful, skillful way employees perform their jobs. Officials of the Company believe

that good workmanship expressed in fine products finds added expression in job safety.

As evidence of this, they point to three top safety honors awarded Old Colony employees by the National Safety Council, the Hampden County Accident Prevention Council and the Massachusetts Safety Council.

Over the years, Old Colony's reputation for quality has increased steadily and during this time its employees have earned many safety awards. Good craftsmanship is evidently as important to making fine products as it is to keeping lost time accidents at a minimum.

While an adjustable die cannot make top and bottom flaps rounded, it can cut them either square or pointed, with low or high throat. Side flaps, however, can be cut with a conventional curve.

For adjustable dies, flat paper must be pre-cut to the size and general shape required for the blank — the collar die feature of interlocking cuts is lost and often more paper is used. An adjustable die envelope, however, is frequently the only economical answer to special envelope needs.

Old Colony welcomes orders for special envelopes. Its equipment to handle them is excellent. We hope you'll call on our technical knowledge and skill whenever you want help in solving unusual envelope problems.

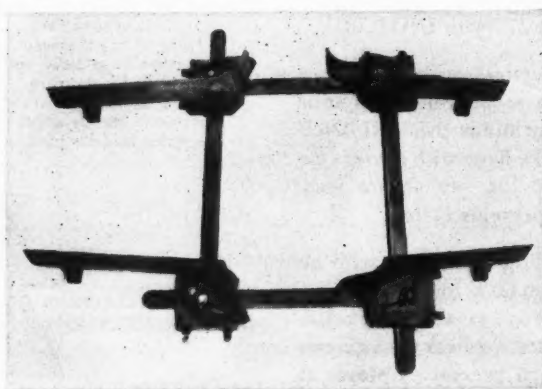
KEEP THE BANDS, PLEASE

Several months ago, some printers told us they would prefer business announcement envelopes tabbed instead of banded. They said that envelopes with markers were easier to handle.

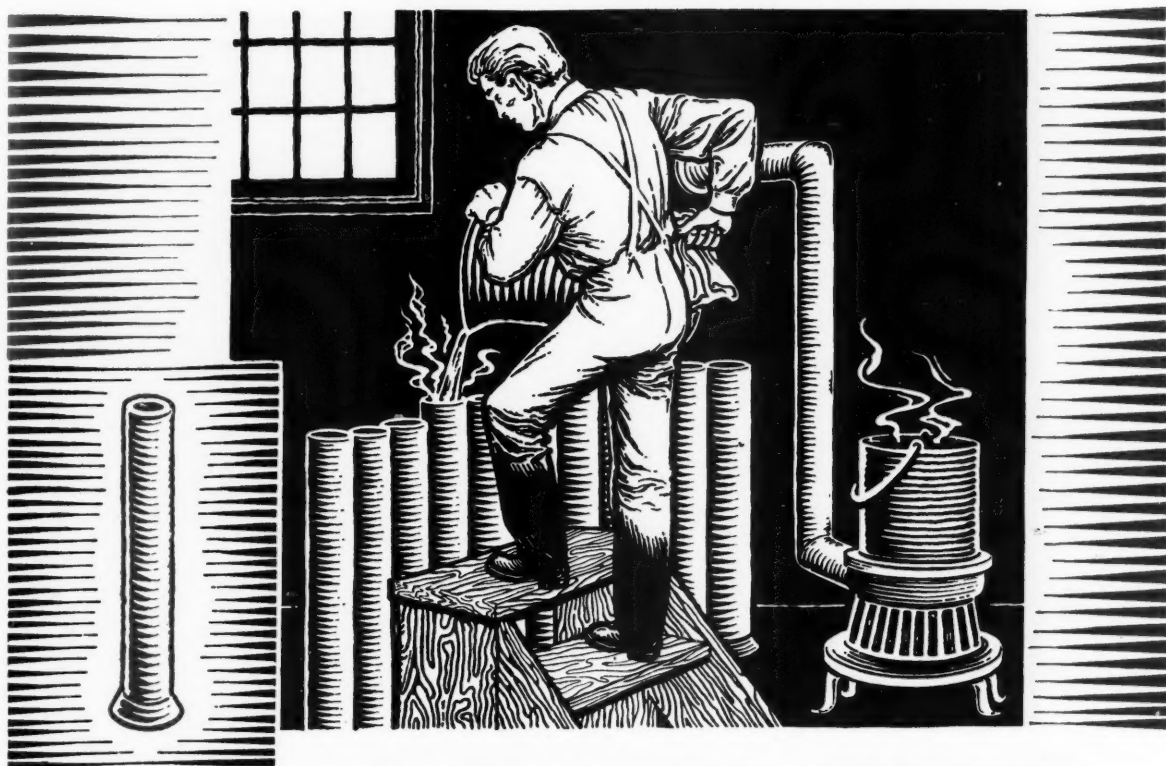
So, *Newspage* readers were asked — which should it be, banded or tabbed?

The votes have now been counted — and banding wins! Consensus of opinion is that neat banding enhances the appearance of quality and aids the sale of better grade envelopes.

We sincerely appreciate the many expressions of opinion received from *Newspage* readers. With all due respect to the minority, we bow to the majority by continuing our practice of banding business announcement envelopes in 25's.



The angle of the two blades on either end of the adjustable die shown above can be varied to help determine style. The blades can also be moved both horizontally and vertically to get the envelope size desired.



HE BREWED PROGRESS IN A PRINTING SHOP

SAM'L BINGHAM was a big, sturdy man . . . a trustworthy pressman . . . and enterprising by years of hard work in many of the largest printing offices of that time. Now they were offering him a new job. The year was 1826. The work was exhausting. The hours were endless. The results were uncertain.

But to Daniel Fanshaw's able pressman, it spelled progress — he couldn't say "No" to this great challenge.

So Sam'l Bingham took the job of fashioning America's first "composition" roller. And for the first time in the his-

tory of American printing, the delicate lines of fine engravings were reproduced with the utmost clarity. Here was an invention that would benefit the high-speed machines for daily newspapers.

It was twenty-one years later, in 1847, that Sam'l Bingham was first to make a business of supplying rollers to the printing industry. Today — over a hundred years later — the same practical spirit that guided him guides his successors in research and development of rollers to meet the widely varying needs of modern printers.

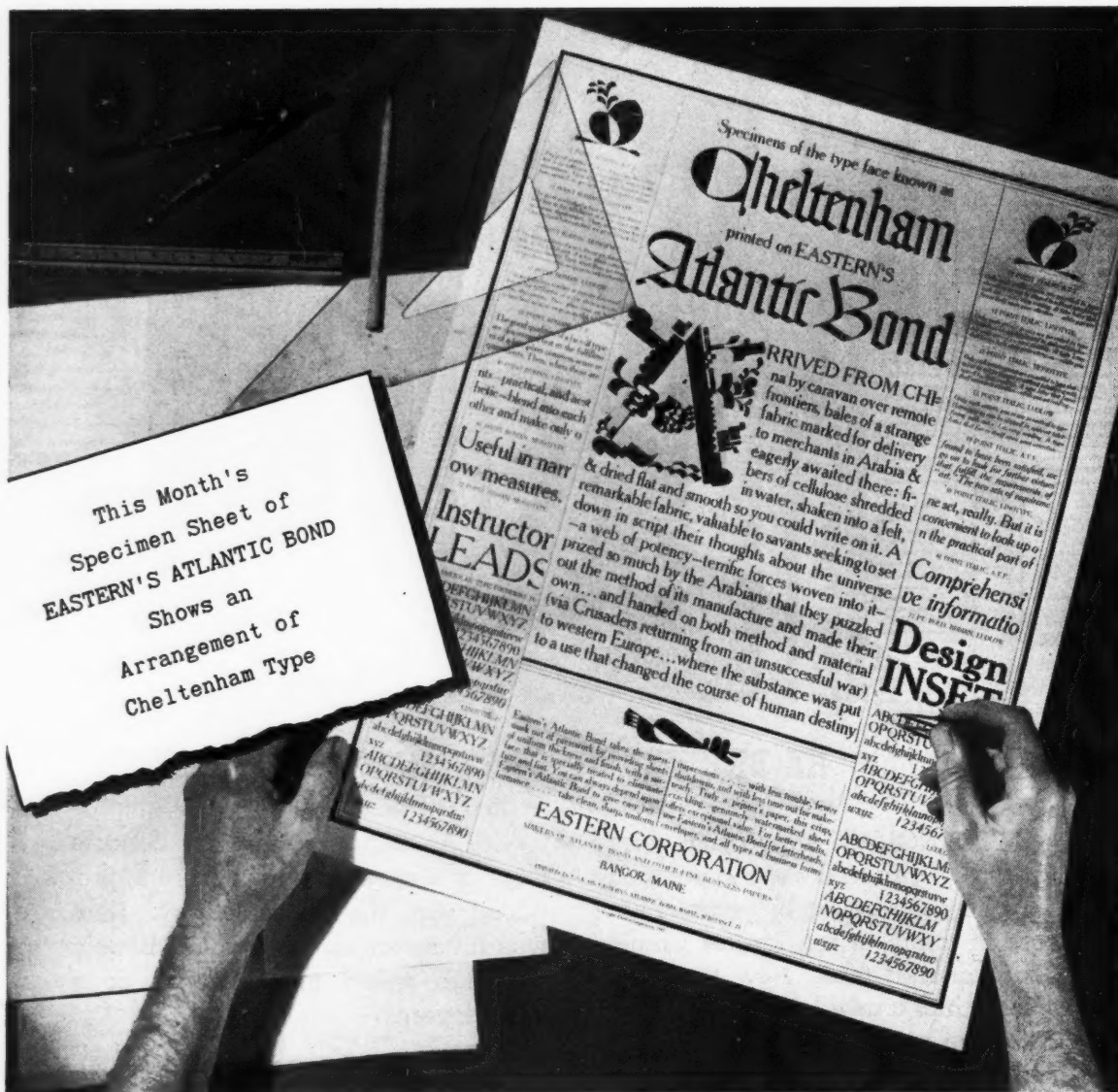
T H E R E ' S A F A C T O R Y N E A R Y O U :

ATLANTA 3
CHICAGO 5
CLEVELAND 14
DALLAS 1
DES MOINES 2
DETROIT 10
HOUSTON 8
INDIANAPOLIS 2

SAM'L BINGHAM'S SON MFG. CO.
MANUFACTURERS OF
PRINTERS' ROLLERS
LITHO-OFFSET ROLLERS

KALAMAZOO 12
KANSAS CITY 6
MINNEAPOLIS 15
NASHVILLE 3
OKLAHOMA CITY 8
PITTSBURGH 3
ST. LOUIS 2
SPRINGFIELD, O.

OVER ONE HUNDRED YEARS OF ROLLER MAKING



DURING the month of July, Eastern Corporation is distributing to printers and buyers of printing a specimen sheet of *Eastern's Atlantic Bond* which shows an arrangement of Cheltenham Type. This sheet was designed by W. A. Dwiggins, famed typographer and book designer of Boston, Mass.

Eastern's Atlantic Bond is a genuinely water-marked, easy-to-print paper of uniform thickness and strength. A true pressroom performer, it has the specially-sized surfaces, the firm, even texture,

and precision-cut edges that insure exceptional printing at a much lower cost. A better value in every respect, it is ideal for letterheads, envelopes, and all types of business forms.

If you, as one who specifies paper or printing, would like this specimen sheet of Eastern's Atlantic Bond and Cheltenham Type, a request on your business letterhead will receive prompt attention from one of our Paper Merchants or our Advertising Department.



EASTERN CORPORATION

BANGOR, MAINE

Makers of Atlantic Bond and other Fine Business Papers

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Investigate
**THE ADVANTAGES
OF C.I.T. FINANCING**

**Buyers and sellers
alike can benefit
through its use**



WE FURNISH MONEY to finance purchases and sales of machinery and many different types of industrial equipment.

Concerns, who prefer to make such purchases out of income, have available the necessary credit to put re-equipment programs into effect. After making a moderate initial payment, the balance can be spread over periods of time to suit your needs. Your suppliers will arrange suitable terms.

Before you make your next purchase, find out how little it costs to finance it through C.I.T. Our financing enables manufacturers

and distributors to turn instalment sales into cash transactions. As a result, more equipment is sold . . . more customers served to mutual advantage . . . both the buyer and seller benefit.

If you are interested in a plan to amortize capital purchases over extended periods, C.I.T. financing provides a practical answer to your problem. Send for a copy of our new booklet, "Modern Financing Methods." It's full of good ideas.

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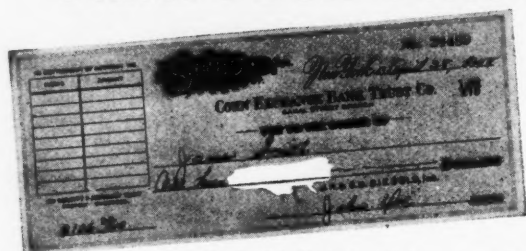
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PRINT YOUR OWN SAFETY PAPER NOW WITH



SIEBOLD SAFETY INKS

Siebold Safety Inks are of particular value to lithographers and printers because they enable you to manufacture your own safety paper with whatever pantograph design you wish, giving your customer protection against raising, alterations or erasures.

EASY TO HANDLE—Siebold Safety Inks can be mixed with any litho varnish from No. 0 to No. 5. Never add dryers or boiled oil, as boiled oil is a drying oil.

COLOR FLEXIBILITY—If color is too strong it can be reduced by using Siebold's Sensitive White which is manufactured specifically for this purpose.

NO SPECIAL PLATES REQUIRED—Use either albumen, deep etch or high etch plates.

NON-SENSITIVE TO WATER—Siebold Safety Inks are sensitive to acid only. They can be run successfully from any type of lithographic plate or letterpress electrotype.

PRICES—\$3.00 per single pound, \$2.50 per pound in lots of 5 pounds or over F.O.B. New York. One pound will print 5 to 10 reams of paper. This is based on a 22 x 34 sheet, printed 24 up, according to pantographic design. We will be glad to send you our color book of printed samples. Send for it today.



"OVER A HALF CENTURY OF SERVICE"

J. H. & G. B. SIEBOLD, INC.

MANUFACTURERS OF
PRINTING—LITHOGRAPHIC INKS AND SUPPLIES
47 WATTS STREET • NEW YORK 13, N. Y.

High? Low? Type High?



NO. 6* HACKER PLATE GAUGE

Depth of throat 6". Measures flat plates up to 12" wide—any length. Bench space 10½" x 14". Shipping weight 80 lbs.

*How do you know
... in your shop?*

With a Hacker Plate Gauge you can tell in a second the exact height of a plate — under printing pressure. Operation is so simple, anyone can use it. There are no calculations to make. One glance at the large dial indicator gives you the exact height of a plate in thousandths.



The No. 6* Hacker Plate Gauge (illustrated above) may also be used for measuring paper, metal, blocks, cylinder packing, or other materials from .001" to 1½" thickness. Two larger models, adaptable for measuring not only flat but curved plates, are also available.

*Hacker Gauges sold in the U. S. A. only by Vandercook & Sons, Inc.



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Chicago Display Room—630 South Dearborn Street
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When in Chicago ... visit our Display Room at 630 S. Dearborn St. to see the latest Vandercook equipment in operation.



*We're all
a gang of
Hornblowers*

A Complete Service

ART LAYOUT

Lettering, photo retouching, copy preparation, photo color process.

PHOTOGRAPHY

Black and white, color, all types color prints and color separations.

PRINTING PLATES

Offset or Letterpress.

We're thankful for all those American businessmen who make the things we need and realize they must tell as many as possible about these things. Acceptance becomes demand. Demand inspires production and production results in lower prices, more jobs, and a higher standard of living for all of us.

We're thankful that they look to "ink on paper" to start this chain in motion... and to keep it going. We're thankful that we, as well as more than 200 lithographer and printer friends and customers, can play our part in an industry that does so much to make America strong.

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COLOR ?

When you want it in Bond paper ...
you can get it in Hammermill Bond!



Here in one line
of Bond paper, you
can have seven
colors suitable for
letterhead use and
ten that are distinctive
for business form use!

IMPROVED Hammermill Bond offers the most useful variety of colors ever available in a single line of bond paper. For letterheads: white and seven pastel shades. For business forms: white and ten distinctive and quickly recognizable colors for signal system printed forms. (Several of the colors are interchangeable from one group to the other; three of the letterhead colors

are included in the business form shades.)

These colors have true beauty, not a dull or grayed tone among them. They are practical. Printing on them is sharp and readable. Their clear tones lend themselves to handsome ink and type effects. All for moderate cost. Send for the folder "Dual Color Range of Hammermill Bond."

With the folder we'll include a sample book showing improved Hammermill Bond and envelopes to match.



Send this
coupon now

HAMMERMILL BOND

Hammermill Paper Company, 1601 East Lake Road, Erie, Pennsylvania
Please send me—FREE—a copy of "Dual Color Range of Hammermill Bond" and
include a sample book showing weights and sizes of improved Hammermill Bond.

Name _____ Position _____
(Please attach to, or write on, your business letterhead)

IP-JUL

Federated METALS QUIZ

subject: TYPE METAL

Q. What is the effect of throwing "tin foil" wrappers... from candy or cigarette packages...into a pot of type metal?

A. As little as 1 part in 100,000 of "tin foil" in molten type metal can be very harmful!

Much of the so-called "tin foil" is in reality aluminum foil, and as little as eight-tenths of an ounce in 5000 pounds of molten type metal can seriously increase the drossing rate. Aluminum also forms a skin on the metal and is the cause of frosty type faces.



The complete line of Federated type metals—including Electrotypes, Linotypes, Stereotype, Monotype, Foundry Type, Mor-Tin Replacement Metal, Copper Anodes and Electrotypers' Foil—is laboratory-analyzed at frequent stages of production. Coupled with step-by-step control of melting and alloying, this means that Federated Process* Type Metals are delivered to you with scientifically accurate compositions.

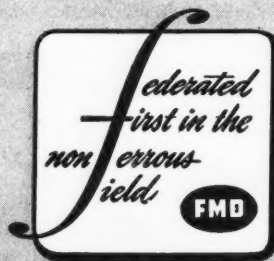
If you want basic, easy-to-read information about type metals for yourself or employees, write for Federated Bulletin No. 7, "Facts About Type Metals."

F-6011

*Reg. U. S. Pat. Off.

Federated METALS

DIVISION OF AMERICAN SMELTING AND REFINING COMPANY
120 BROADWAY NEW YORK 5, N.Y.



OFFICES IN CITIES ACROSS THE NATION



Salesman in the New Canaan territory

THERE ARE more than 97,000 mailmen in the United States. Each is a salesman for your product in the areas you reach by letter. Unfortunately, his duties do not include any special effort in your behalf—your letters themselves must do all the selling that's going to be done.

Businessmen who sell by mail—whether a product, a service, or an idea—protect their investments in time and words by employing the authority of HOWARD BOND. In *whitest* white or in any of twelve clean colors, your letterhead on HOWARD BOND singles it out above

competition, compels the attention that gets your message read.

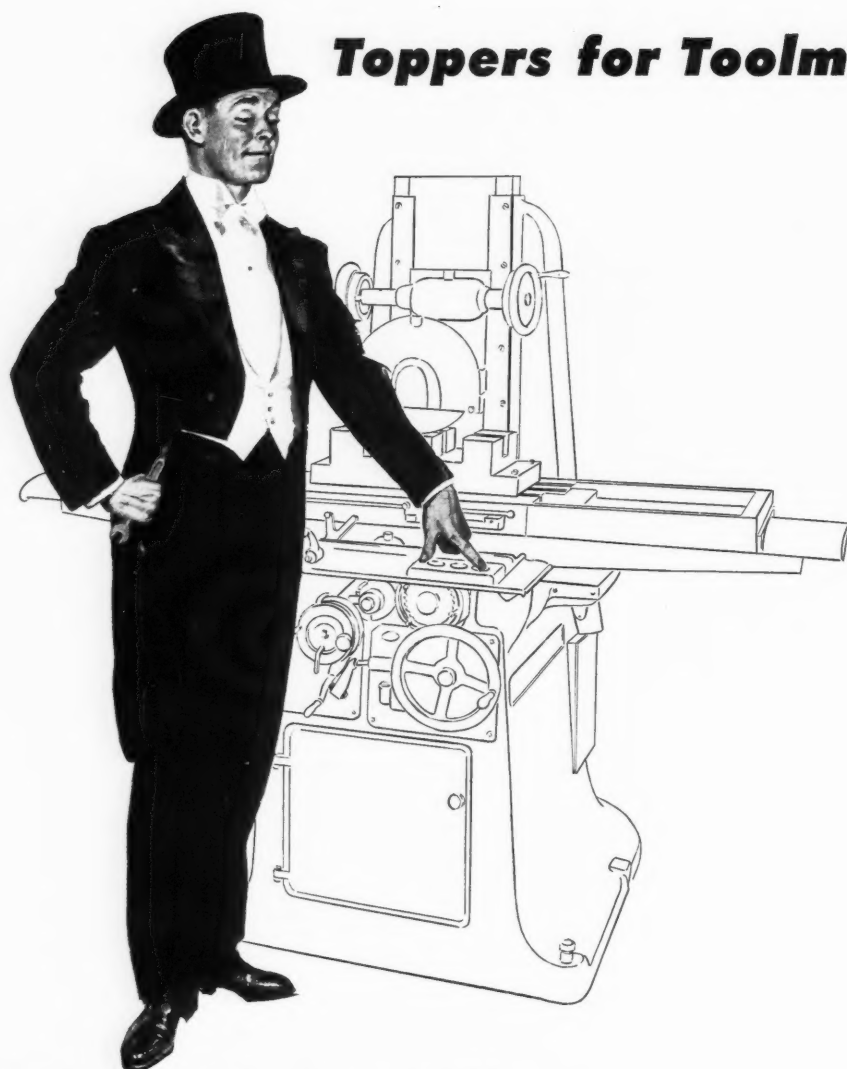
The sphere of HOWARD BOND's influence is so great that it rightfully holds the distinction of being "The Nation's Business Paper." *You're* in business; put HOWARD BOND to work for you.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"THE NATION'S BUSINESS PAPER"





Toppers for Toolmakers?

After all, there's a place for everything

An impressive letterhead bond is no exception. • But for many of the run-of-the-mill jobs that paper does in business today, there's a *specially made* bond. *Maxwell Bond* is the name—for thrifty, utility office and factory forms, memos and copies. • “Specially made” means that it's low in cost, economical

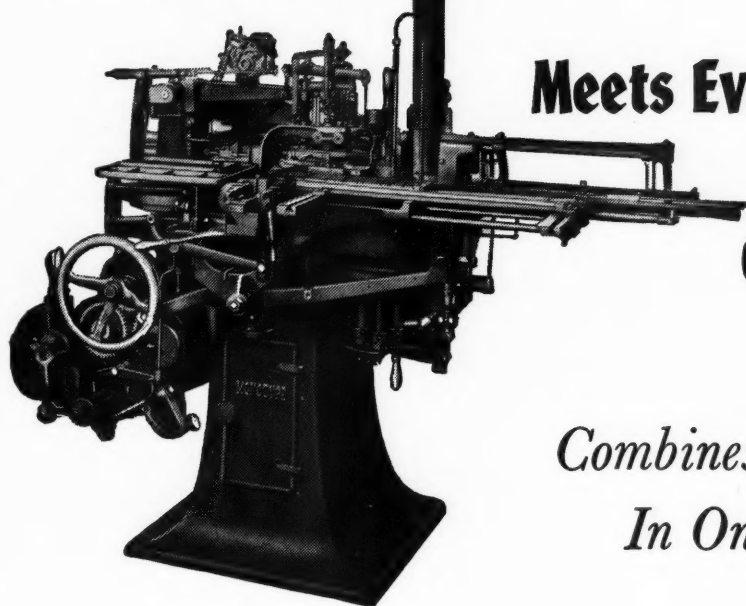
to use, yet fine enough for the toughest routine office and factory printing. • Try thrifty *Maxwell Bond* with pen, pencil and typewriter. Perfect! It erases without smudging and carbons are clear. What's more, it's watermarked and prints so well you'd never know it costs so little. • *Maxwell Bond* works well because it's made well.

Maxwell Bond

America's Favorite Low-Cost Bond

Howard Paper Mills, Inc. • Maxwell Paper Company Division • Franklin, Ohio

ONLY THE MONOTYPE



**Meets Every Requirement
of Your
Composing Room**

*Combines **3** Functions
In One Machine*

Machine Typesetting. It sets type in all measures up to 60 picas wide in all sizes from 4 to 18 point. Straight matter, tabular and intricate work, ruled forms, rule-and-figure work—in fact, all kinds of composition—are done with unequalled facility and speed, at the lowest cost. The Composition Caster can be equipped to make display type and strip material.

Type for Hand Composition. The Display Type Attachment enables the same Monotype to cast new type, quads, spaces, special characters and decorative material

for hand composition in all sizes from 4 to 36 point. More than 350 series of type faces and 7500 ornaments and borders are available. Many good faces may be rented.

Materials for Make-Up. Equipped with Lead, Slug and Rule Molds and the Operating and Cutter Attachment the same Monotype will make rules, leads and slugs in all sizes from 1½ to 12 point—delivered by the machine in continuous strips or automatically cut to all desired labor-saving measures. No other machine embodies so many serviceable functions.

LANSTON MONOTYPE MACHINE COMPANY

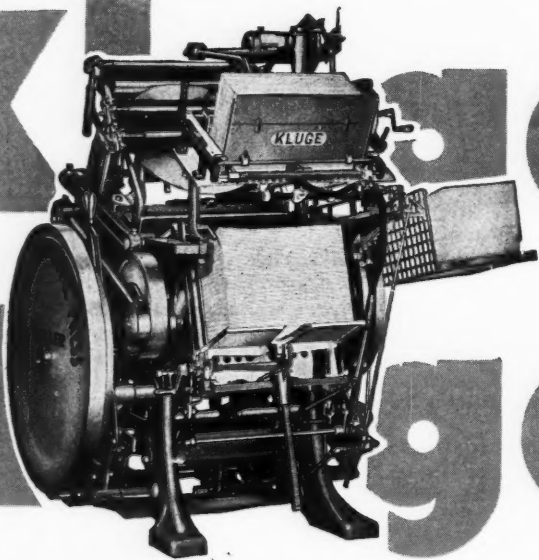
MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA 3, PA.

Composed in Monotype Baskerville, No. 353, and Monotype Valiant, No. 412

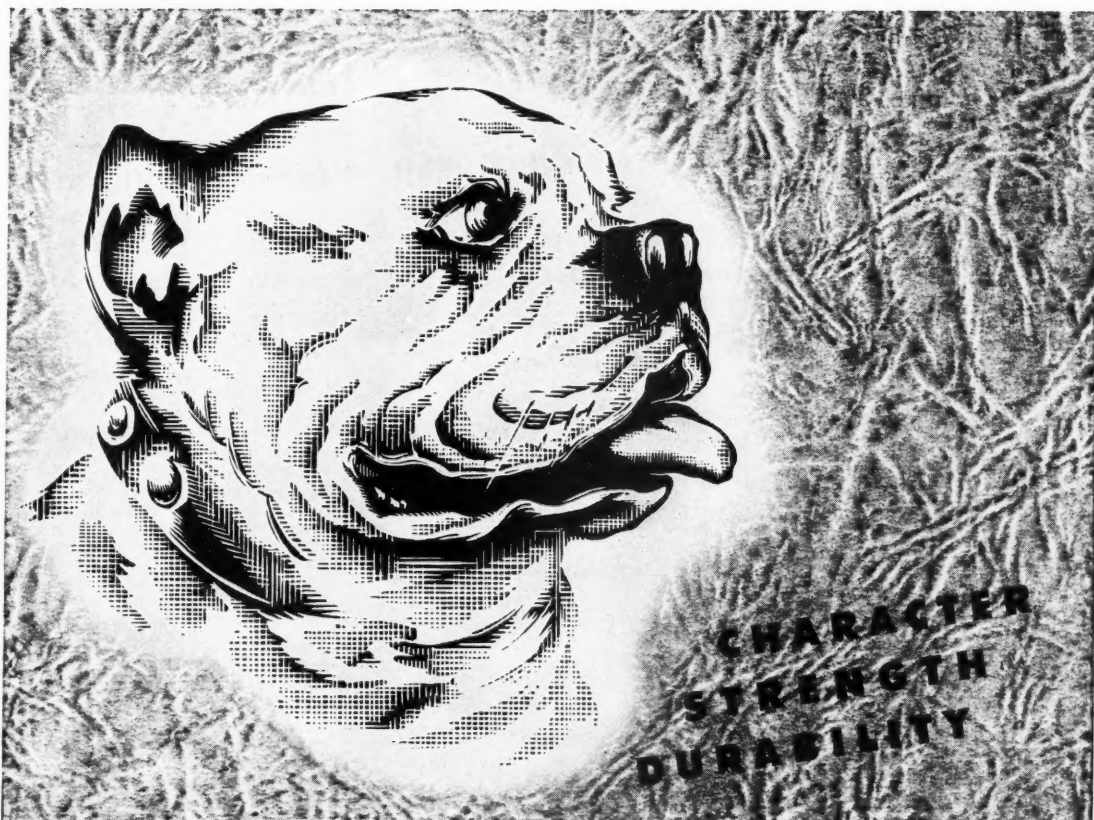
Please Mention THE INLAND PRINTER When Writing to Advertisers

Kluge
Kl
Kluge
Kluge
Kl
Kluge
Kluge
Kl

Perform

A detailed black and white photograph of a vintage Kluge typewriter. The machine is shown from a three-quarter front view, highlighting its complex mechanical components, including the carriage, typebars, and a large circular flywheel on the left side. The brand name 'KLUGE' is clearly visible on the front of the carriage. The typewriter is positioned in the center of the page, set against a background of large, bold, sans-serif text that reads 'Kluge' repeatedly in a vertical column. To the right of the typewriter, the word 'Perform' is written in a large, elegant, cursive script.

ST. PAUL 3, MINNESOTA



IN THE
NEW *Delkote* COVER

Richly embossed yet easy to print, the new *Delkote* retains its original beauty and distinctiveness throughout hard wear and handling. It's extra tough . . . extra strong . . . extra heavy (14 points) . . . soilproof and moisture resistant.

Delkote is being specified by those who want that all-important favorable first impression to endure under continual use.

Delkote covers are now available in a new and broader range of sparkling colors, including black and white. Call your paper distributor today for the new Sample Book of the *Delkote* crush-embossed cover.

DETROIT
Sulphite



PULP & PAPER CO.
 DETROIT 17 MICHIGAN

Improve Your Presswork . . . by adding "33" INK CONDITIONER



TO YOUR REGULAR INKS



"33" (Letterpress)

"O-33" (Litho and Multilith)

8-lb. Trial Order

You may return any unused portion (at our expense) if our ink conditioner fails to satisfy you completely. Order today! Prove "33" by test!

100% Guarantee

All inks print better when you condition them with "33"—according to simple directions. "33" adjusts inks to actual conditions at time of use . . . Halftones stay "clean and open" . . . Ink gloss is retained . . . Colors print more brilliantly. You get increased coverage. Fewer re-runs are necessary. Your customers are quick to note the difference.

See your local dealer or jobber—or write direct for an 8-lb. trial can, guaranteed below. Ask for data sheet, "TO THE PRESSMAN."

Good Territories Now Open

Territorial re-alignment makes openings for a few more distributors. "33" Ink Conditioners are repeat sellers. Once adopted, always used! Get the facts—Write TODAY!

Central

COMPOUNDING COMPANY

1718 North Damen Avenue, Chicago 47, Illinois

IN CANADA—It's CANADIAN FINE COLOR CO., LTD., TORONTO
Export Division: Guiterman Co., Inc., 35 South William Street, New York 4, N. Y.

**ENGDAHL
BINDERY**

Edition Book Binders

"Books Bound by Us Are
Bound to Satisfy"

1056 W. Van Buren Street
Chicago, Illinois
Telephone Monroe 6062

Greetings

**PRINTING HOUSE
CRAFTSMEN**

*from your Detroit
Printing Equipment Dealer*

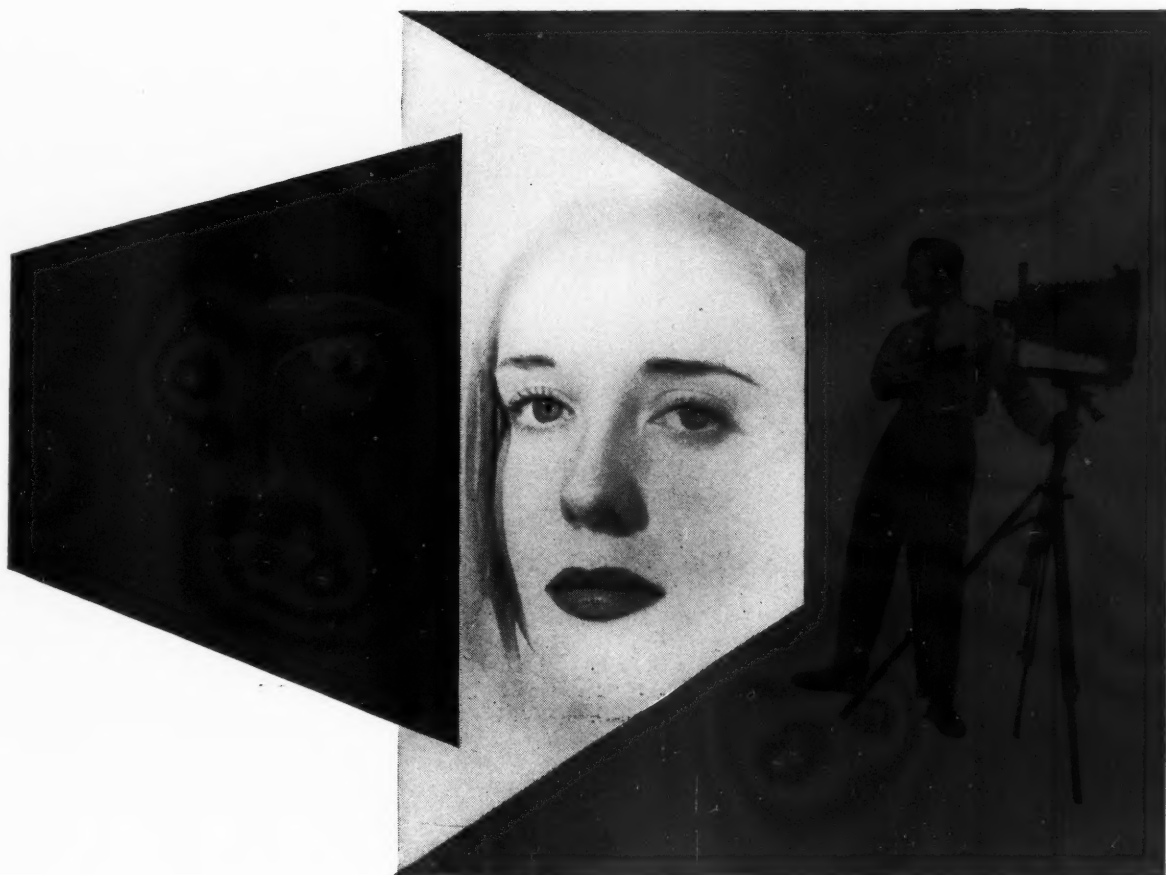
TOMPKINS PRINTING EQUIPMENT CO.

1040 W. Grand Blvd., Detroit, Mich.

MEAD
papers

NATIONALLY DISTRIBUTED

ALA.: W. H. Atkinson Partin Paper Co.; Sloan Paper Co.
ARIZ.: Blake, Moffitt & Towne; Zellerbach.
ARK.: Roach Paper Co.
CAL.: Blake, Moffitt & Towne; General Paper Co.; Seaboard Paper Co.; Zellerbach.
COLO.: Dixon & Co.; Graham Paper Co.
CONN.: Alling Paper Co.; John Carter & Co.; Rourke-Eng Paper Co.
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FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.; Somerville-Seybold Paper Co.
IDA.: Blake, Moffitt & Towne; Zellerbach.
ILL.: Berkshire Paper Co.; Birmingham & Prosser; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Messinger Paper Co.; Midland Paper Co.; Swigart Paper Co.; James White.
IND.: Central Ohio; Century Paper Co.; Crescent Paper Co.; Diem & Wing; Indiana Paper Co.; C. P. Lesh Paper Co.
IOWA.: Birmingham & Prosser; Carpenter Paper Co.; Graham.
KAN.: Carpenter Paper Co.; Graham Paper Co.
KY.: Louisville Paper Co.
LA.: Graham Paper Co.; E. C. Palmer & Co., Ltd.
ME.: C. M. Rice Paper Co.; C. H. Robinson.
MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.
MASS.: Bulkley, Dunton & Co. Inc.; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Colonial Paper Co.; H. Lindenmeyr & Sons; Mill Brand Papers; Paper House of N. E.
MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Graham Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
MINN.: John Boshart; General Paper Corp.; The John Leslie Paper Co.
MO.: Acme Paper Co.; Birmingham & Prosser; Central States Paper Co.; Graham Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
MONT.: Carpenter Paper Co.; The John Leslie Paper Co.
NEB.: Carpenter Paper Co.
N. J.: Bulkley, Dunton & Co., Inc.; Forest Paper Co.; Lathrop Paper Co.; Lewmar Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons.
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NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; V. H. Smith.
N. C.: Dillard Paper Co.; Cape Fear Paper Co.
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OKLA.: Carpenter Paper Co.; Graham; Tulsa Paper Co.
ORE.: Carter, Rice & Co. of Ore.; Fraser; Zellerbach.
PA.: Alling & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; H. A. Whiteman & Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong.
R. I.: John Carter & Co.; Narragansett Paper Co.; Carter, Rice & Co.
S. C.: Dillard Paper Co.
TENN.: Bond-Sanders Paper Co.; Clements Paper Co.; Graham Paper Co.; Southern Paper Co.; Southland Paper Co.
TEX.: Carpenter Paper Co.; C. & G. Paper House; Clappitt Paper Co.; Graham Paper Co.
UTAH: Carpenter Paper Co.; Zellerbach.
VA.: Cauthorne Paper Co.; Dillard Paper Co.; Old Dominion Paper Co.; Richmond Paper Co.; B. W. Wilson.
WASH.: Blake, Moffitt & Towne; Carter, Rice & Co. of Wash.; Zellerbach.
WIS.: Bower Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.



"NEGATIVE" ADVERTISING

One of the prettiest pictures in the album of America's expanding industries is that posed by the photographic business—by cameras, equipment, and supplies. Sales continue to mount beyond all predictions, and this year's sales already look like an enlargement of last year's, the biggest in history.

Paper, of course, is vital to this industry . . . in the designing, manufacturing, packaging, shipping, advertising, and merchandising of equipment and supplies. Paper is also an integral part of this industry . . . for without it there'd be no prints, enlargements, mounts, or albums.

The photographic industry is only one of America's expanding industries which rely more and more upon "Paper Makers to America" for increasing quantities of Mead Papers of the Mead, Dill & Collins, and Wheelwright lines. And because "Paper Makers to America" is, itself, an expanding industry, there are increasing availabilities of "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.

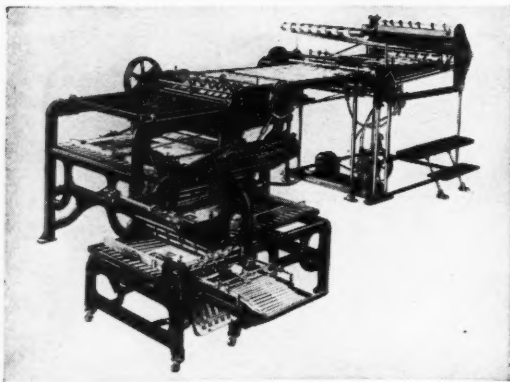


MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

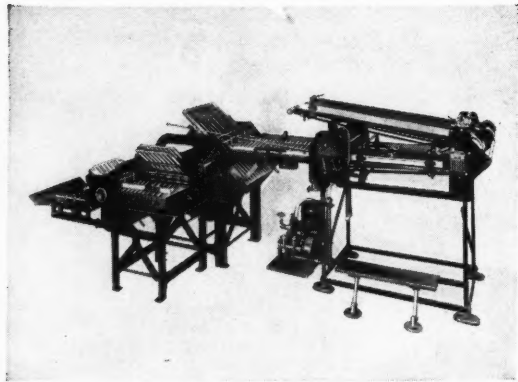
THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



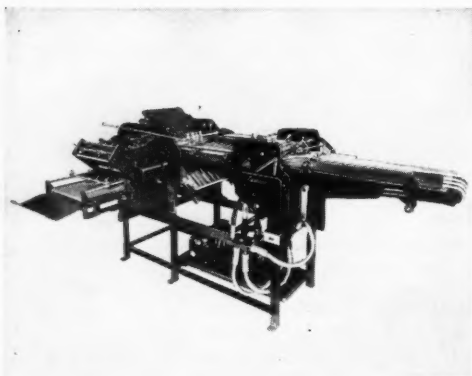
CLEVELAND "K"—10x12"—39x52"—64". For catalog signatures in 16s, 24s, 32s, booklets singly or in gangs, broadsides and special jobs in large sheet sizes. Adapted to folding of road maps and to other types of special folding.



CLEVELAND "OO"—4x6"—22x28". For direct mail folders and booklets and general job work. Specially adapted to trade binderies and larger printing plants as it includes larger sheet size than Model "OS".

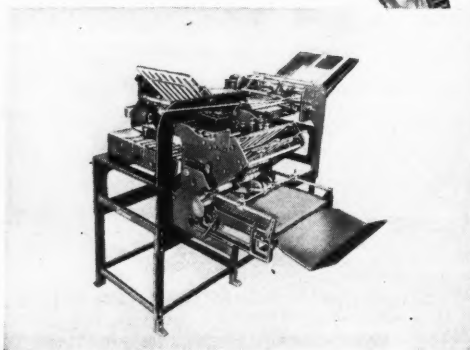


CLEVELAND "MS"—5x7"—25x38". For direct mail folders and booklets, general job work singly or in gangs, catalog and publication signatures. Folds 3 r.a. 16 page signatures up to 9½x12½" page, and 4 r.a. 32 page signatures up to 6¼x9½" page. Adapted to all types of printing plants requiring 25x38" sheet. Suitable for replacing old Model "B".



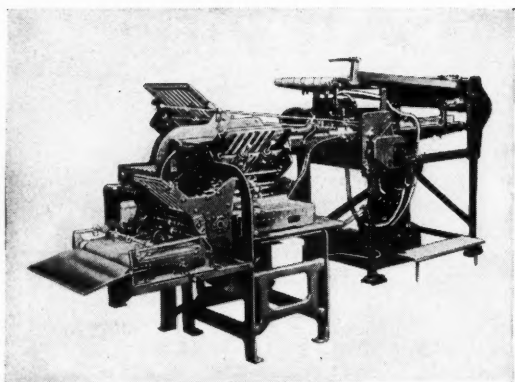
MODELS "WWC" (above) and "WWF" (right), when equipped with small signature attachment, will fold package inserts down to ¼" wide, at high speed and stacked vertically for easy banding.

CLEVELAND "WWC"—4x5"—14x20". Equipped with air wheel continuous feeder. For 4, 6, 8 and 12 page circulars, greeting cards, package inserts, etc.

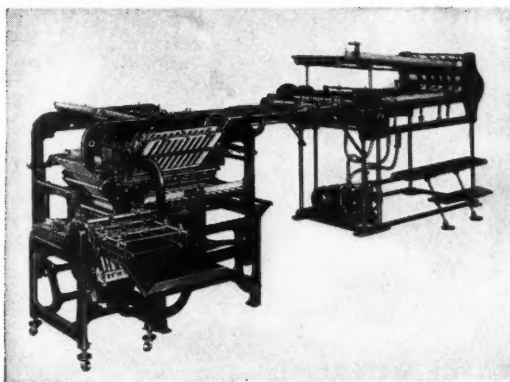


CLEVELAND "WWF"—3x4"—14x20". Equipped with friction continuous feeder. Simplest type available for average work. For 4, 6, 8 and 12 page circulars, greeting cards, package inserts, etc.





CLEVELAND "OS"—4x6"—19x25". For direct mail folders and booklets and general job work. Specially adapted to medium and small printing plants.



CLEVELAND "MM"—5x7"—28x44-58". For direct mail folders and booklets singly or in gangs, general job work, catalog and publication signatures. Folds 3 r.a. 16 page signatures up to 11x14" page and 4 r.a. 32 page up to 7x11" page. Well adapted to publication and catalog plants using Dexter Jobbers and Double 16s and to trade binderies.

BINDERY ECONOMIES

... SEVEN Cleveland Folding Machines!

To meet your individual requirements and to serve the needs of the Graphic Arts industry as a whole, Cleveland Folding Machines are available in seven models, handling sheets from 3 x 4" to 42 x 62".

Each model folds a wide range of signatures for the maximum sheet it accommodates.

Whether your requirements call for folding 4 page circulars, package inserts, greeting cards, magazine signatures in 16s or 32s, booklets singly or in gangs or broadsides and special jobs, there's a Cleveland to meet your specific need with sound performance and high speed—backed by a dependable service if and when needed.

Cleveland Folders will bring to your plant the exceptional earning power made possible by all Dexter Equipment.

Write for more information about the seven Cleveland Folders—and other Dexter and Christensen Machines for the printing and binding industries.



CLEVELAND "KK"—Four Parallel 10x12"—42x62". For work printed in gangs of two or more up in 4, 6, 8, 12, 16, 20, 24, 28 and 32 pages. Makes one fold, 2, 3 and 4 parallel folds.

Dexter & Christensen Machines

All Dexter and Christensen Products are sold and serviced by

DEXTER FOLDER COMPANY

General Sales Offices, 330 West 42nd Street, New York 18, N. Y.

SALES REPRESENTATIVES: Chicago, Philadelphia, Boston, Cleveland, Washington, St. Louis

AGENTS: Dallas, Denver, San Francisco, Los Angeles, Seattle, Toronto, Montreal, Winnipeg . . . and in Foreign Countries

DEXTER Machines are built by Dexter Folder Company at Pearl River, N. Y.

CHRISTENSEN Machines are built by Christensen Machine Company at Racine, Wisc.

Please Mention THE INLAND PRINTER When Writing to Advertisers



Write for Your Free Copy of this NEW Bulletin

In the eight fact-filled pages of this bulletin are all of the important details you should have about Rosback Saddle Gang Stitchers.

Included are descriptions of the machines, their operation, their production possibilities and their other advantages. Included also are photo-descriptions of the easy four-step method for setting Rosback Saddle Gang Stitchers to jobs of various sizes and types plus complete specifications covering size range and capacity, floor area requirements, etc.

A copy of this new bulletin will be placed in your hands, at your request and without obligation. Ask your nearest Rosback Dealer, or write direct to us.

F. P. ROSBACK COMPANY • Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS, GANG STITCHERS AND PAPER DRILLING AND PUNCHING MACHINES

This insert was printed in **SIX•colors***

...one time through
a two-color press...
and not a roller cut!

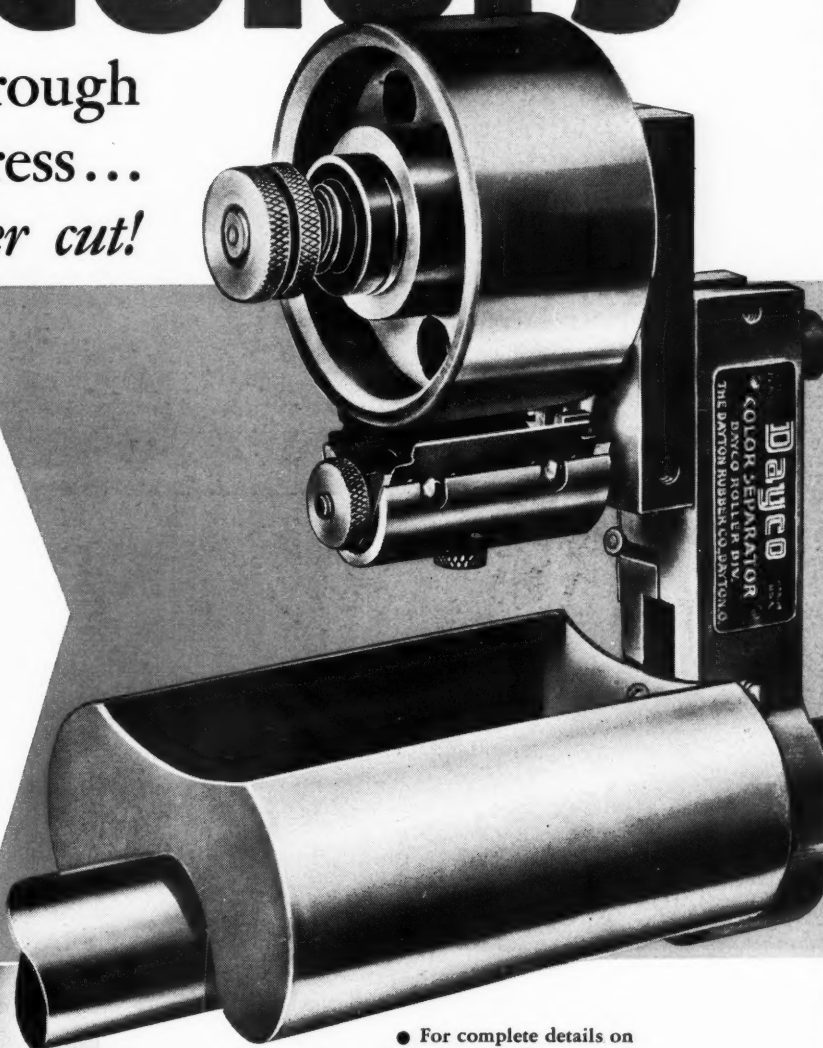
THE WORK OF THE AMAZING NEW

dayco

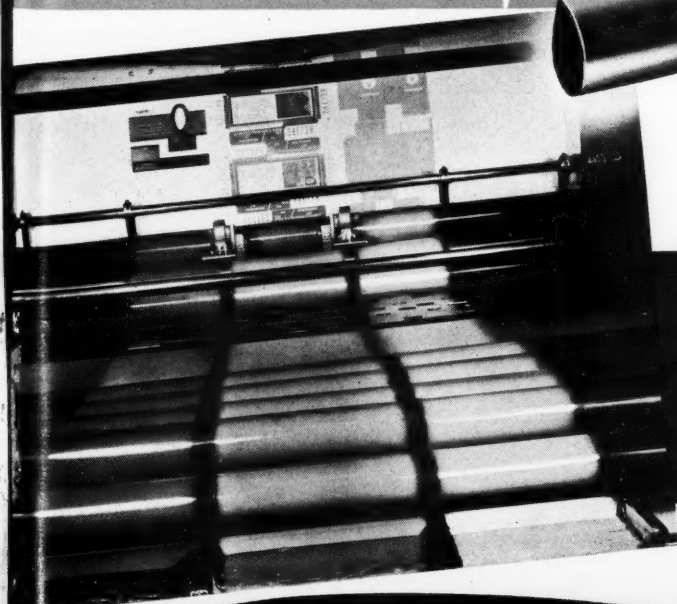
COLOR SEPARATOR

an exclusive, patented product
of Dayton Rubber

- easy to install
- simple to operate
- no roller cutting
- pays for itself
- for all types of rollers
- for all inks



● For complete details on this revolutionary printing innovation, write or call Dayco Roller Division, Dayton Rubber • Dayton, Ohio



Dayton Rubber

...and MORE!

THE AMAZING NEW

dayco

*Sure Fit
Leak Proof!*

with specially-processed,
specially-treated felt insert

ADJUSTABLE FOUNTAIN DIVIDER

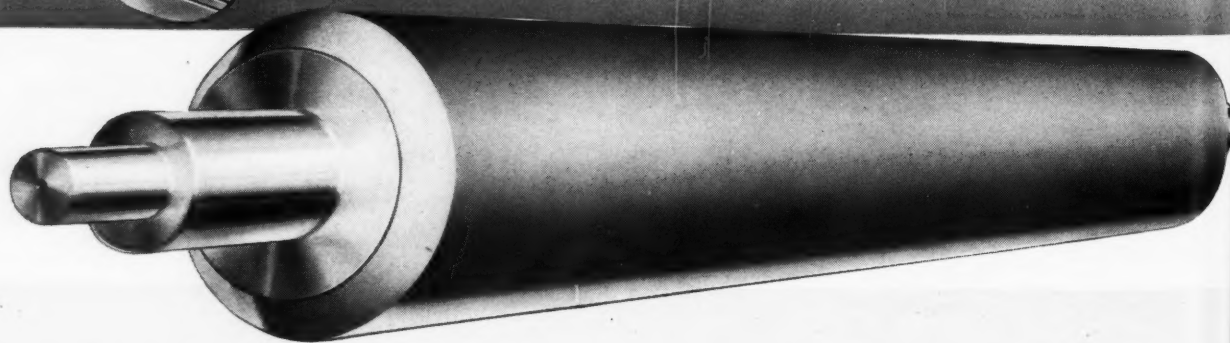


- Minutes to install
- Easily cleaned
- No strain on fountain ratchet
- Years of service

- Adjustable from center
- Guaranteed snug and leak-proof
- Holds its shape

(Divider, with phantom view showing positive, easy-to-get-at screw adjustment.)

Quickly adjusted with a twist of the wrist. Gives full control of the fountain at the divider because the specially-treated felt filler forms a light cushion with all parts of the fountain—follows blade to any position.



FOR BETTER USE OF COLOR, for finer and more profitable printing—get the facts on these two great new products, made by the makers of Dayco . . . the original and pioneer synthetic rubber printing and lithographic roller.

To date, the Dayco Adjustable Fountain Divider has been perfected for use on 5 different makes and 51 press models. And more to come! Write or wire: Dayco Roller Division, Dayton Rubber, Dayton, Ohio.

Dayton Rubber

points the way to easier color in printing

REDESIGNED for

*finer precision
smoother running
lower overhead*

THE NEW ATF CHIEF



JOB OFFSET PRESSES



Improved in many ways, these three famous presses are simpler to operate and more easily accessible. They roll out high-quality work steadily and speedily with fewer stoppages for re-loading and adjustments. Most jobs in any commercial shop are within the following size range of the three ATF Chiefs, which without fear or favor will take the work as it comes off the hook, whether multicolor or monochrome.

ATF BIG CHIEF —

maximum sheet size — $22\frac{1}{2} \times 29$
largest printing area — 22×28

ATF CHIEF —

maximum sheet size — $17\frac{1}{2} \times 22\frac{1}{2}$
largest printing area — 17×22

ATF LITTLE CHIEF —

maximum sheet size — 14×20
largest printing area — $13 \times 19\frac{1}{2}$

When you think of offset,
think of the ATF CHIEFS

Ask your ATF Salesman for full information

American Type Founders

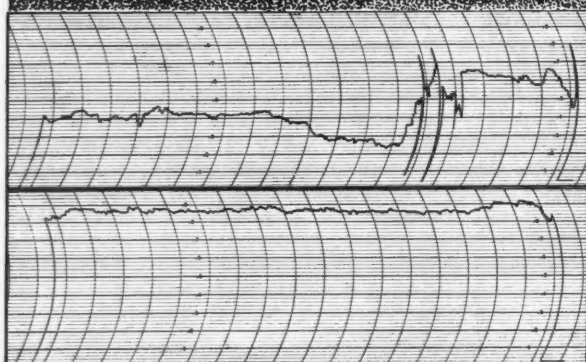
200 Elmora Avenue, Elizabeth B, New Jersey
BRANCHES IN PRINCIPAL CITIES



When Writing These Advertisers, Please Mention THE INLAND PRINTER

Extreme **STEADINESS** of **LIGHT VOLUME!**

AND CONSTANT COLOR TEMPERATURE
...essential to production of high quality work...



Variation of light intensity in the Grafarc is at a minimum as a result of the use of a current-controlled feed motor and the almost complete shielding of the arc from drafts.

The top graph shows fluctuations in the visible light energy during a four minute operation with a conventional flaming arc lamp.

The bottom graph shows fluctuations in the visible light energy during a four minute operation with the Grafarc.

HERE'S POSITIVE PROOF THE GRAFARC SAVES YOU MONEY

This efficiency is largely attained through the use of an easily cleaned, silvered glass, diffusive reflector.

The Grafarc was especially designed for all photo-mechanical reproduction processes. If you are using your present lamp as little as 15 hours a week your savings during a year dictates that you purchase Grafarc lamps NOW! You not only start important savings but furthermore immediately begin to reap the benefits of better control and the resultant improved standards of workmanship... The Strong Grafarc assures exceptional steadiness of intensity and color balance of light output... The optical system is so designed that uniform illumination can be provided on any work from 8" x 10"

*Use yours
with*

GRAFARC

**FULL AUTOMATIC
HIGH INTENSITY
ARC LAMPS**



PRINTING LAMP

● Comparison table based on printing a certain number of identical jobs with each lamp.

LAMP	TOTAL COST TO PRINT JOBS
Strong—Grafarc 95 amp.	\$.97
Lamp A—dual 45 amp.	1.88
Lamp B—90 amp.	3.05
Lamp C—50 amp.	7.83

CAMERA LAMP

● Comparison table based on exposing a certain number of identical jobs with each lamp combination.

LAMP	TOTAL COST TO EXPOSE JOBS
Strong Grafarc (2 used)	\$1.02
Lamp D—35 amp. (4 used)	2.65

up to billboard size. The Grafarc eliminates the illumination variable in the accurate control of densities. Exposures can be made by a simple timer.

The burning away of the carbons is compensated for by means of a variable speed carbon feed motor, which maintains a constant arc gap length. A meter and dial switch are provided as a means of indicating and compensating for any changes in line voltage.

Use this coupon for convenience in obtaining literature

THE **STRONG** ELECTRIC CORPORATION

57 CITY PARK AVE.

• TOLEDO 2, OHIO

The Strong Electric Corporation
57 City Park Ave., Toledo 2, Ohio

Please send free literature and prices on
the new Strong Grafarc High Intensity
Arc Lamp.

Name.....

Street.....City.....State.....



Permanized Cold Springs Bond

aristocrat with rolled-up sleeves

There's no question about the stature of *Permanized Cold Springs Bond*. It bespeaks quality in quiet, aristocratic tones.

That it should is not surprising, for it is made from the best materials money can buy . . . run slowly to insure splendid formation . . . sheet-by-sheet inspected.

But *Permanized Cold Springs Bond* is an aristocrat with rolled-up sleeves. It is made to print without trouble — regardless of process or press speeds. It's a beautiful but practical paper.



Your discriminating customers will approve *Permanized Cold Springs Bond* for executive stationery and other important printed pieces where prestige and permanence — not price — are the determining factors.

Cool-White only . . . light and full cockle finishes . . . Substances 13, 16, 20 and 24 — *Permanized Cold Springs Bond* provides the quality background for your most inspired printed creations.

Free samples available through 120 *Permanized Paper* Distributors throughout the country. *Whiting-Plover Paper Company, Stevens Point, Wisconsin.*

Permanized Cold Springs Bond

Also: *Permanized Cold Springs Ledger* — *Permanized Cold Springs Onion Skin*



For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

...AT A GLANCE

Serviced by the
26 CHRISTENSEN-DEXTER
basic Machines!

FEEDING CHRISTENSEN CONTINUOUS STREAM FEEDER - For flat bed, rotary and offset presses and varnishing machines where high speed is essential.

DEXTER CONTINUOUS RELOADING CARD BOARD FEEDER - Will feed cardboard up to forty point thickness, to any make flat bed or rotary press cutter or creaser, and to certain offset presses, in sheet sizes up to the maximum capacity of press.

CHRISTENSEN FILE SUCTION STREAM FEEDER - For flat bed, rotary and offset presses and varnishing machines.

DEXTER CONTINUOUS RELOADING METAL SHEET FEEDER - Feeds sheets 36 to 24 gauge, in sizes 14 x 38" to 36 x 44" - at speeds up to 80 per minute. Provides press operation uninterrupted by stops for reloading.

GATHERING and INSERTING CHRISTENSEN STITCHER FEEDER - for inserting and stitching saddle-bound catalogs and periodicals.

MARTIN ROTARY GATHERER, STITCHER AND COVERER - For gathering signatures of books prior to other binding operations; and for gathering, side-stitching and covering magazines.

TRIMMING BRACKETT SAFETY TRIMMER - For label cutting, booklet trimming, singly or in multiple form - and cutting gang work.

FOLDING CLEVELAND FOLDING MACHINES - For circulars, greeting cards, booklets singly or in gangs, catalogs, publications, etc. Seven models covering every bindery requirement and handling sheets from 8 x 4" to 42 x 62".

DEXTER JOBBING FOLDER, DOUBLE SIXTEEN and QUADRUPLE SIXTEEN FOLDERS - For job work and book folding in sheets from 12x16" to 44x58".

VARNISHING CHRISTENSEN VARNISHING MACHINE - For all types of varnishing jobs.

SORTING DEXTER SORTING MACHINE - For paper mills. Speeds production and eliminates waste motion in coated paper and bond finishing rooms.

BRONZING CHRISTENSEN HIGH SPEED BRONZER - For all types of sheet bronzing.

Dexter & Christensen Machines

All Dexter and Christensen Products are sold and serviced by

DEXTER FOLDER COMPANY, General Sales Offices

330 West 42nd Street, NEW YORK 18, N. Y.

CHRISTENSEN Machines are built by Christensen Machine Company at Racine, Wisc.

DEXTER Machines are built by Dexter Folder Company of Pearl River, N. Y.

No. 466

Trojan

"Super Flat" GUMMED PAPER for Superior Results

A gummed paper is required to preserve the attractiveness of high grade labels. This remarkable quality is reflected in Trojan No. 466 - a highly coated sheet which lends itself admirably for multi-color process, embossing, metallic ink printing or lithography. Beautiful results can be secured with halftones. Typical of all Trojan grades, it lies perfectly flat and has an ideal surface for spirit or overprint varnishing. With AAA Dextrine Gumming. For Strong Gumming ask for Trojan No. 566. Available for immediate delivery.



For free samples of Trojan No. 466 "Super Flat," write today or order from your distributor.

THE GUMMED PRODUCTS COMPANY

OFFICES • TROY, OHIO • MILLS
Chicago • Cincinnati • Cleveland • Los Angeles
New York • Philadelphia • St. Louis

"When you think of gummed products, think of GUMMED PRODUCTS"

H & W RESEARCH KEEPS AHEAD OF YOUR *PAPER* NEEDS

HOLLINGSWORTH TYMPAN

**PROVEN ON THE JOB
WHERE PERFORMANCE
*COUNTS!***



This topsheet is the choice of America's largest printers, whose presses give Tympan paper its toughest workout. Try it — on any press, for any type of job. Prove to your own satisfaction that this topsheet makes *good printing better!*

Carried in stock by H & W distributors for your convenience in all standard sizes — rolls and sheets (regular or corner-clipped and scored).

HOLLINGSWORTH & WHITNEY COMPANY

Executive Offices: 60 BATTERYMARCH STREET, BOSTON, MASSACHUSETTS

Regional Offices: 230 Park Avenue, New York, N. Y.

111 West Washington Street, Chicago, Illinois

ROLLS at WINSLOW and MADISON, MAINE and MOBILE, ALABAMA

AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



"Hey, Mister... GET A HORSE!"

No unmixed blessing was the horseless carriage of half a century ago. Drive twenty miles and you would have to cope with a chronically steaming motor; flat tires, at least one mysterious breakdown, to say nothing of the best efforts of the local and vocal roadside gagsters as you attempted repairs.

Car owners today—all of us in fact—owe a debt to the automotive pioneers. No industry has contributed more to that American way of life which brings so much good to so many.

In putting America on wheels, paper played no small part. What with the plans and specifications that make the cars... the advertising and literature that help sell them. Think of the road maps, the instructions for operating and servicing that keep them rolling. In 1898, the year International Paper Company was founded,

these uses for paper did not exist!

For 50 years, we paper makers have met and welcomed the growing demand for more and better paper. So here's to the next 50 years—and paper's contribution to it!

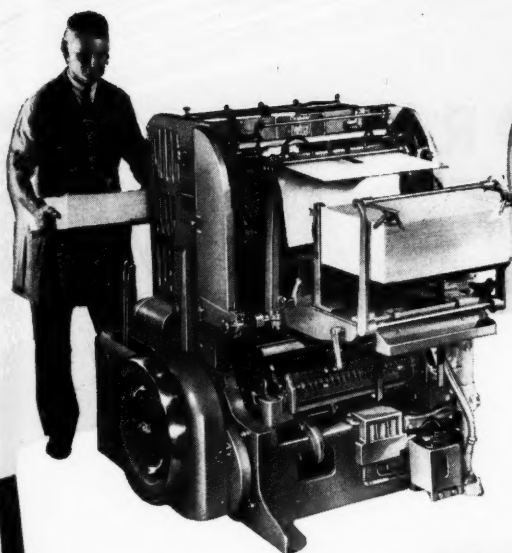
International Paper Company, 220 East 42nd Street, New York 17, N. Y.



INTERNATIONAL PAPERS

For Printing and Converting





here's a
profit-making
MIEHLE
combination!

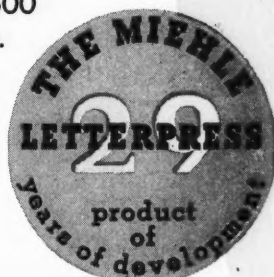
FOR A WIDE RANGE OF JOBS
from post cards to 22 x 28 sheets

It will pay you to consider the possibilities of handling a more complete range of work... simply by planning your future installations to include the improved Miehle Vertical and the Miehle 29 Letterpress.

With the Vertical, you can bid on large or small runs using sheets from $3\frac{1}{4} \times 5\frac{1}{2}$ up to 14×20 , in almost any weight... utilizing press speeds ranging from 3000 to 5000 I.P.H. Printing from simple type forms, halftones, and process plates with equal ease, the Vertical has well been called "*the fundamental necessity in every pressroom*".

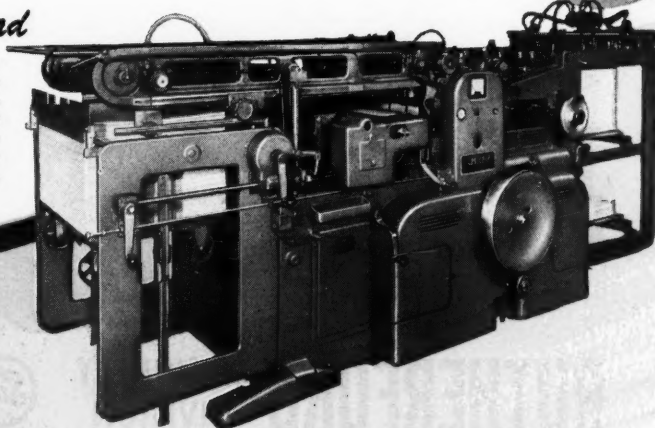
With the Miehle 29, you can easily handle a range of sheet sizes from $8\frac{1}{2} \times 11$ to 22×28 in practically all stock weights... on a rugged, automatic flat-bed letterpress that operates at conservatively rated speeds from 2500 to 4500 I.P.H.... with accurate register and clean, sharp impressions.

Both the Miehle 29 and the Vertical are capable of *actual production that will average closer to top press operating speeds than that of any other presses within their size range*. Here, then, are presses to meet your requirements for faster production of higher quality work with more profit per job... today and tomorrow. Write for descriptive catalogs.



Look to the years ahead

(Below): Scene from the new Miehle full-color sound motion picture "Look to the Years Ahead", which discusses the importance of long-range planning of equipment purchases and demonstrates the Miehle Vertical and 29 Letterpresses. Available for showings to Graphic Arts trade groups.



MIEHLE PRINTING PRESS & MFG. CO.
2011 Hastings Street (14th and Damen) • Chicago 8, Illinois

RUTHERFORD'S *PHOTO=COMPOSING* STEP AND REPEAT MACHINE

Fast registration
—is assured by quick-acting quoins with which each light weight holder is equipped.

Micrometer precision
Accurate hair-line register is obtained through use of micrometer dials

Accessibility
Counter balanced back board lowers to a horizontal position to receive press plate.

PLUS
Safety



SPECIFICATIONS

TYPE	PLATE SIZE
PLB	48 x 59"
PLC	50 x 69"
PLD	58 x 78"

Descriptive folder
may be obtained
upon written request.

RUTHERFORD MACHINERY
DIVISION
GRAPHIC ARTS GROUP



Main Office
100 SIXTH AVE., NEW YORK 13, N. Y.
Factory
EAST RUTHERFORD, NEW JERSEY





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NORTHWEST

Pedigreed Printing Papers

ALWAYS MAKE GOOD PRINTING BETTER



THE NORTHWEST PAPER COMPANY CLOQUET, MINNESOTA

THE NORTHWEST

PAPER COMPANY

CLOQUET, MINNESOTA

MINNEAPOLIS 2 - FOSHAY TOWER • CHICAGO 6 - 20 N. WACKER DRIVE
SAN FRANCISCO 8 - 391 SUTTER ST. • ST. LOUIS 3 - SHELL BUILDING

NORTHWEST BOND
NORTHWEST LEDGER
NORTHWEST Mimeo BOND
NORTHWEST OFFSET
NORTHWEST INDEX BRISTOL
NORTHWEST POST CARD
KLO-KAY BOOK
KLO-KAY LABEL
MOUNTIE BOOK
MOUNTIE OFFSET
CARLTON BOND
CARLTON LEDGER
CARLTON MIMEOGRAPH
CARLTON DUPLICATOR
NORTH STAR WRITING
POSTER

PAPERS
PRINTING
PAPERS

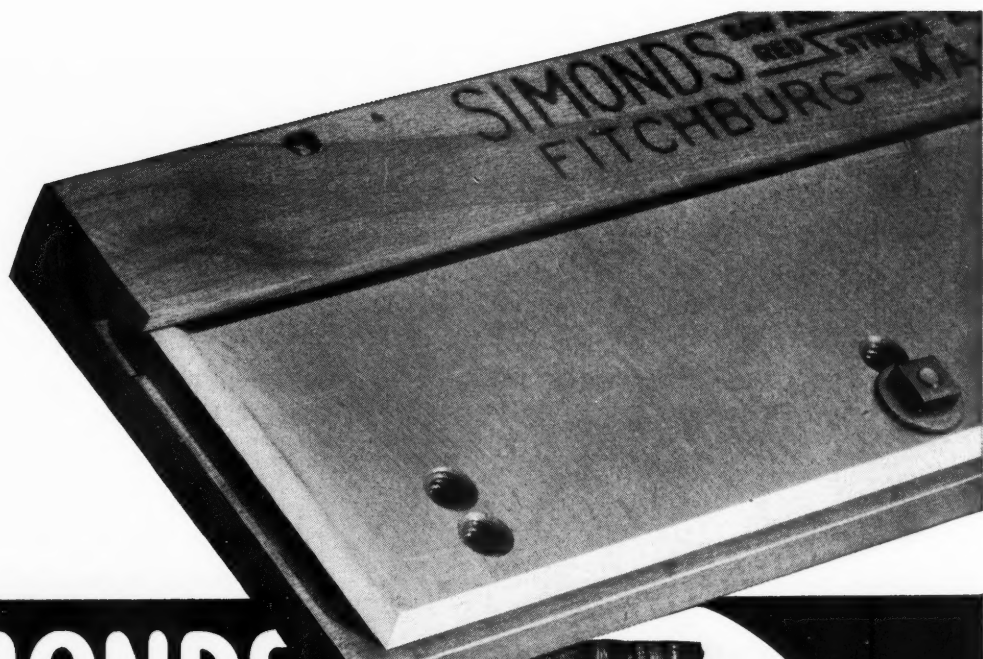


CONVERTING
PAPERS

PAPERIES
DRAWING
ADDING MACHINE
REGISTER
LINING
GUMMING
COATING RAW STOCK
CUP PAPER

ENVELOPE PAPERS

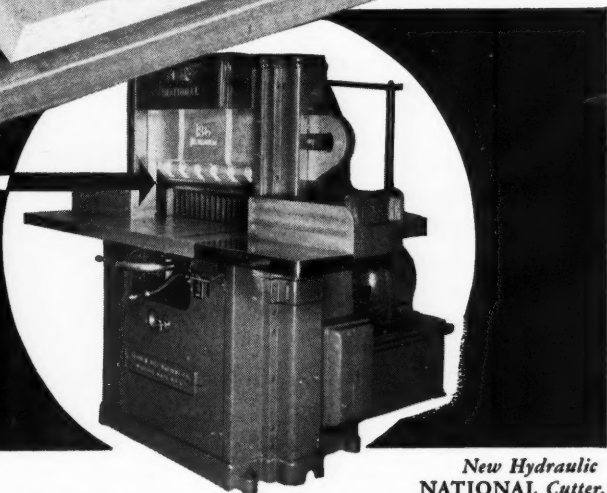
NORTEX WHITE
NORTEX BUFF
NORTEX GRAY
MOUNTIE
CARLTON



SIMONDS

Paper Knives

*Run 10% to 15% Longer
Between Grindings*



*New Hydraulic
NATIONAL Cutter,
made by the Frank M. Hill Machine Co.,
Walpole, Mass. This modern machine
is equipped with Simonds Paper Knives.*

on Modern Cutting Machines like this

Extra tough-hardness is poured into this special paper-cutting S-301 Steel...right in Simonds' own steel mills. And Simonds automatically controls tempering and hardening, for exact uniformity and stay-sharp cutting edge. Then Simonds uses special grinding equipment and methods to assure correct taper and concavity...and to impart the matchless Simonds Micro-Finish which guarantees smoother,

cleaner cutting. • *All of which means simply this: If you cut paper, there's only one way to get the most cuts per knife-dollar—get Simonds "Red Streak" Paper Knives on all your cutting machines.*

BRANCH OFFICES: 1350 Columbia Road, Boston 27, Mass.; 127 S. Green St., Chicago 7, Ill.; 416 W. Eighth St., Los Angeles 14, Calif.; 228 First St., San Francisco 5, Calif.; 311 S.W. First Avenue, Portland 4, Ore.; 31 W. Trent Avenue, Spokane 8, Washington. *Canadian Factory:* 595 St. Remi St., Montreal 30, Quebec.

SIMONDS
SAW AND STEEL CO.
FITCHBURG, MASS.

Other Divisions of SIMONDS SAW AND STEEL CO.
making Quality Products for Industry

<p>SIMONDS SAW AND STEEL CO. LOHASSET, N.Y. Special Electric Furnace Steels</p>	<p>SIMONDS GRINDING WHEELS PHILADELPHIA, PA. Grinding Wheels and Grains</p>	<p>SIMONDS STEEL PRODUCTS MONTREAL, QUEBEC Simonds Products for Canada</p>
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SIMONDS

RED STREAK

PAPER KNIVES

of Special S-301 Steel

When Writing These Advertisers, Please Mention THE INLAND PRINTER



GREETINGS TO THE INTERNATIONAL CLUB OF PRINTING HOUSE CRAFTSMEN

For 50 Years Craftsmen have found that it pays to consult Roosen representatives on any ink problem. Our more than half a century of research and production experience is available to you.

H. D. ROOSEN CO., INC.

Division Columbian Carbon Co., 41 East 42nd St., New York 17, N. Y.
CHICAGO 4250 W. 42 Place **BOSTON** Kendall Sq. Bldg. Cambridge **BALTIMORE** 3432 Kenyon Ave. **MEXICO, D. F.** J. M. Izazaga #99 Sanchez & Cia Antes San Miguel **HAVANA, CUBA** Inquisidor No. 513-515

Your Best Marketplace for **PRESSROOM AND BINDERY EQUIPMENT**

- Do you need equipment? Do you have machinery for sale? Consult us in either case. We deal in new and rebuilt machinery for printers, binders, book manufacturers, folding carton manufacturers, and allied trades.

FOR SALE

MANY LATE MODELS
Complete line of rebuilt presses and bindery equipment, including automatic cylinder units; paper cutters; linotypes; intertypes; folders and stitchers; and many others.

WANTED

SINGLE UNITS OR COMPLETE PLANTS

Our staff of competent machinists rebuilds your surplus equipment into desirable machinery. Consult us before you buy or sell.

NEW

New equipment is becoming more available. We represent leading manufacturers. Among these are:
Hammond Machinery Co.—Saw Trimmers, Easy-Kasters & Routers
F. P. Rosback Co.—Automatic Stitchers, Perforators & Punches
H. B. Rouse Products—
Berry Co.—Paper Drills
Thompson Cabinet Co.—Composing Room Equipment

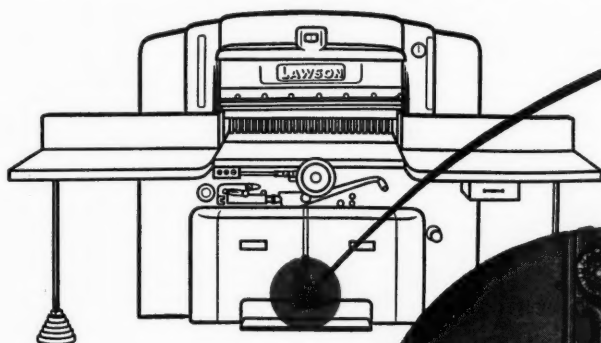
Write or Phone
FREMONT 7-5100

NORTHERN MACHINE WORKS

Marshall and Jefferson Sts.

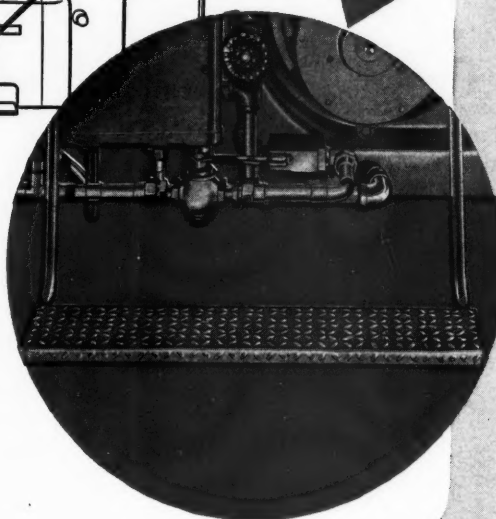
Philadelphia 22, Pa.

LAWSON CUTTERS rate BEST!



TIPTOE TREADLE

An integral part of the hydraulic clamp — a LAWSON exclusive. A light touch of the toe brings down the clamp for gauging the work as well as to drive the air out of soft, fluffy paper. No need for back breaking, leg straining effort to bring the clamp down — on a LAWSON CUTTER it is effortless — standard equipment on the LAWSON 46" and 52" CUTTERS at no extra cost to you.



LAWSON 39" 46" 52" CUTTERS are TOPS in

- safety
- dependability
- accuracy
- production

Examine a LAWSON CUTTER closely . . . compare its features with any other and you'll agree it's the best cutter you ever saw. You can depend on LAWSON CUTTERS to do a better job for you . . . they are the result of the latest scientific advancements and engineering improvements combined with LAWSON'S half century of experience in paper cutting machinery . . . no wonder LAWSON CUTTERS rate best.

➔ **WRITE FOR FREE BROCHURE!** Complete, fully illustrated descriptions and specifications of the 39" or 46" and 52" LAWSON CUTTERS are available upon request. Send for them now!



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Completely Hydraulic
Clamp and Tiptoe Treadle
— Exclusive on LAWSON
46" and 52" CUTTERS.

- Straight Line Knife Pull
- Adjustable Knife Bar Gibs
- No Shear Slots or Boxes
- "Pendulum-Swing" Knife Movement
- Overload Release and Re-setting Device
- V-Type Brake Drums and Arms
- Johns-Manville Brake Blocks
- Steel Safety Locking Bolt
- Two-Handed Operating Device
- Proper Location of Motor
- V-Belt Drive
- Gears Operate in Sealed Bath of Oil
- Positive Non-Slip, Non-Oiling Friction Disc Type Clutch
- Roller, Ball or Needle Bearings on Moving Parts
- Knife Bar Slot Closing Device
- Extra Long Clamp Lead
- 6" Clamp Opening
- Easy Adjustment of Knife to Stick
- Three-Piece Split Back Gauge
- Table 37" from Floor
- Rugged, Rust-Resistant Meehanite Construction
- Post-War Design with Grease-Resistant Finish
- Floodlight with Magnified Measuring Band
- Designed by Fred Seybold,
World Renowned Engineer

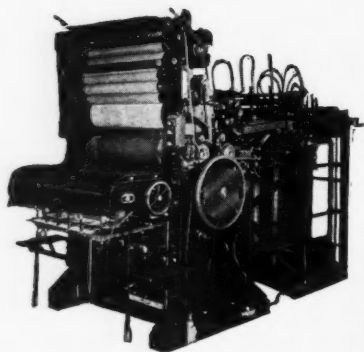
PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

SUCCESS STORY **EBCO**

**...with more
to come!**

The Willard Offset Press originated in Gegenheimer's machine shop in Brooklyn in 1934. The first press was completed in 1935. Prior to the war, four presses were built and installed in commercial shops. After operating steadily for as long



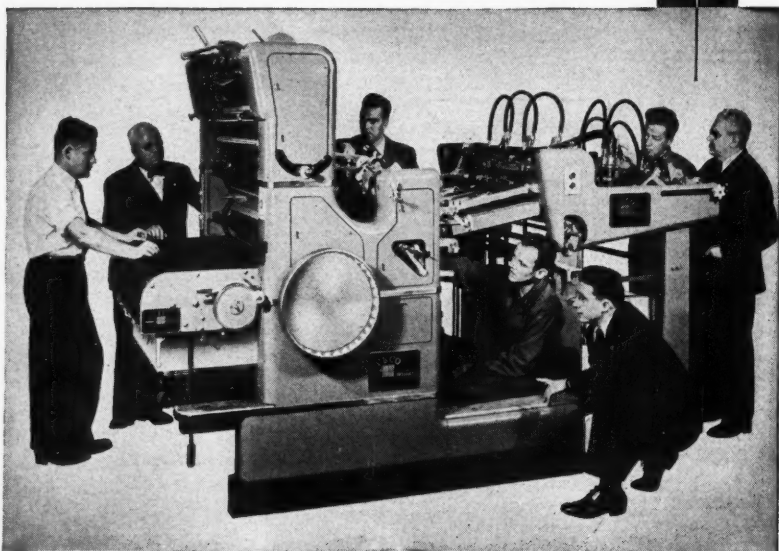
as thirteen years, the first Willard presses still continue to produce profitably for their owners.

E.B.CO Takes The Helm

During World War II the 50-year-old Electric Boat Company purchased the Willard Press. E.B.CO redesigned and streamlined it under Gegenheimer's careful tutelage, and a complete, effective Sales and Service organization was built up.

"REGISTERS WITH LITHOGRAPHERS"

Today E.B.CO Offset Presses are operating in principal cities throughout the world. Lithographers everywhere are attesting to the finer quality and higher production of the Press. Wherever it has been



installed, the E.B.CO "Registers With Lithographers".



TO BE CONTINUED...

This is only the beginning of this success story. Electric Boat Com-

EBCO

pany is forging ahead beyond the goals already attained...continuing to be an important supplier of high quality, high production printing machinery.

Write for FREE BOOK



For a complete description of the E.B.CO Offset Press, attach the corner of this ad to your letterhead and mail to one of the addresses below. A copy of the booklet entitled, "Why the Lithographer Must Consider the E.B.CO Willard" will be mailed to you.

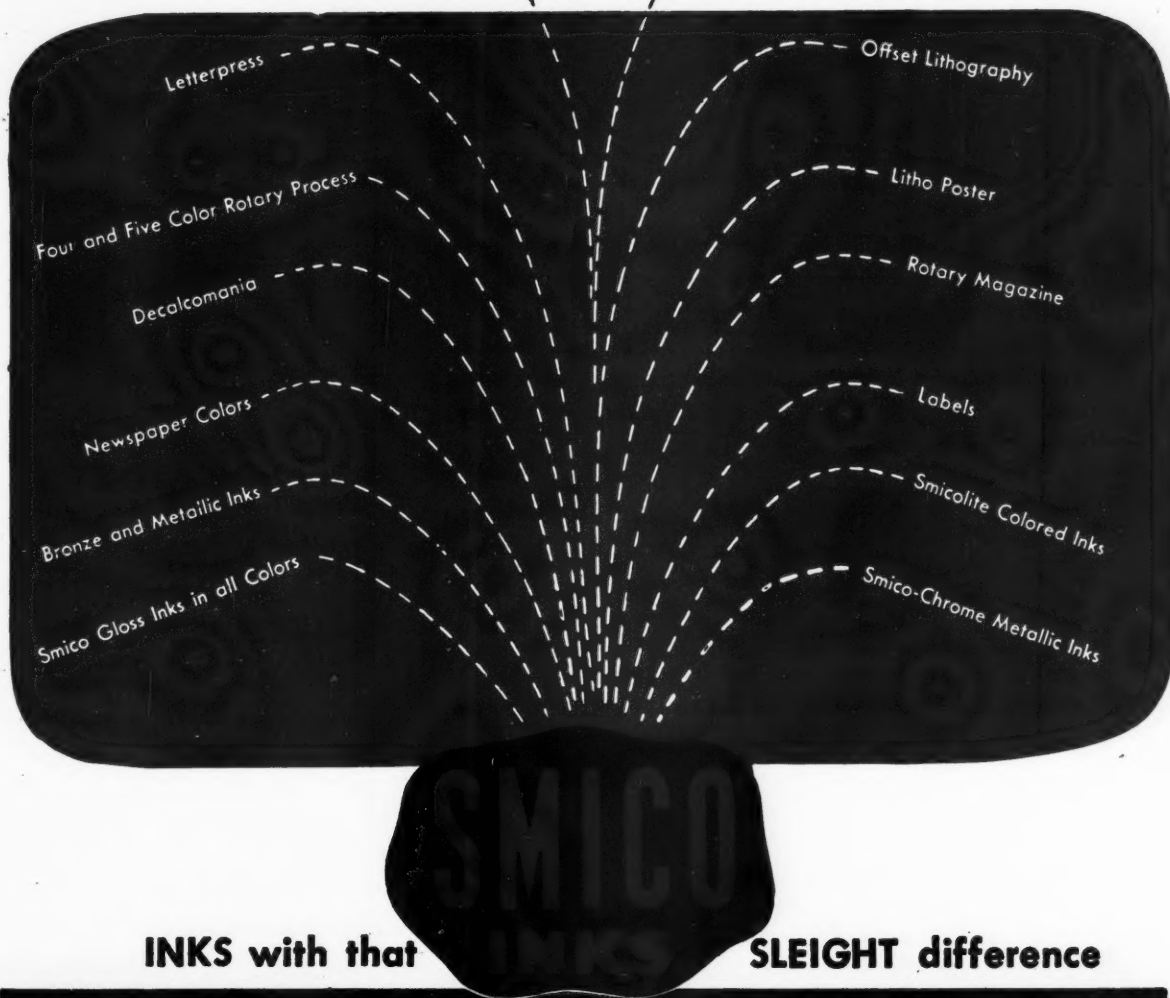
**PRINTING MACHINERY DIVISION
ELECTRIC BOAT COMPANY**

445 PARK AVENUE, NEW YORK 22, NEW YORK
CHICAGO OFFICE: 400 W. MADISON ST., CHICAGO 6, ILL.

You can depend on this fountainhead of

COLOR

IN PRINTING AND LITHOGRAPHIC INKS



• SLEIGHT METALLIC INK COMPANIES Inc

NEW YORK PHILADELPHIA WASHINGTON CLEVELAND CHICAGO MILWAUKEE KANSAS CITY FORT WORTH LOS ANGELES

Please Mention THE INLAND PRINTER When Writing to Advertisers



■ A cotton fiber content paper in a broad range of colors, Chieftain Bond is especially suitable for printing and lithographing. It has sturdy texture, impressive feel, appearance and uniformity. Chieftain Bond is used largely for business stationery, company letterheads and envelopes, sales letters, office forms and other semi-permanent documents.



These famous names identify the papers manufactured by the Neenah Paper Company. The name *Neenah* appears in each watermark to identify the genuine for your protection.

OLD COUNCIL TREE BOND

SUCCESS BOND

CHIEFTAIN BOND

NEENAH BOND

NEENAH THIN PAPERS

TUDOR LEDGER

STONEWALL LEDGER

RESOLUTE LEDGER

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NEENAH INDEX BRISTOL

NEENAH PAPER COMPANY • NEENAH, WIS.

KROYDON COVER

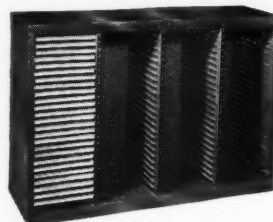
1. TOUGH
2. SOIL RESISTANT
3. WATER REPELLENT
4. EYE APPEALING

For CATALOGS, MANUALS,
INSTRUCTION BOOKLETS,
PROPOSAL COVERS,
PORTFOLIOS

*Kroydon Cover is distributed by leading
Paper Merchants throughout the country*

Leathercraft
TWILTEX
WOODTONE

HOLYOKE CARD & PAPER COMPANY
SPRINGFIELD 7, MASSACHUSETTS



STEEL GALLEYS AND CABINETS

1 Tier 8 $\frac{3}{4}$ x13 and 25 Galleys \$34.75

14 other sizes and styles available
at low prices

WRITE FOR CATALOG

FOSTER MFG. COMPANY

123 N. 13th ST. • PHILA. 7, PA.
Telephone LOcust 4-2890

Leading Printers and Publications
Now Use COLLINS

CHALK RELIEF OVERLAYS FOR ALL HAFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method.
Low cost, saves time, improves quality. Apply on com-
pany letterhead for free instruction books and prices.
A. M. COLLINS MFG. CO. 226 Columbia Ave.
Philadelphia, Pa.

MILWAUKEE BRONZING MACHINES

For all presses. Some rebuilt units.

**C. B. HENSCHEL MFG.
COMPANY**

229 W. Mineral St., Milwaukee, Wis.



One will get you Five!

Inside view shows how ONE* Challenge Hi-Speed Quoin operates as a series of FIVE Ordinary Quoins . . .

*7½-inch size; others listed below



Here are the "Odds" on Hi-Speed Quoins

HI-SPEED	ORDINARY
1—3-inch	equals=2
1—4½-inch	equals=3
1—6-inch	equals=4
1—7½-inch	equals=5
1—9-inch	equals=6
1—10½-inch	equals=7
1—12-inch	equals=8

There's no quoin like a Hi-Speed Quoin! It gives you the equivalent of two to eight ordinary quoins all in one self-contained, self-locking unit . . . operated with direct expansion—a point at a time—by a single key.

In actual shop practice two Challenge Hi-Speed Quoins do the work of four to eight ordinary quoins, saving up to 80% and producing better, safer lock-ups—no slippage . . . no reglets . . . no work-ups. An easy-to-read point indicator makes it possible to unlock and relock the form at any time without disturbing the register.

Challenge Hi-Speed Quoins—for press or foundry forms—are immediately available in seven sizes from Challenge Dealers in All Principal Cities.

602

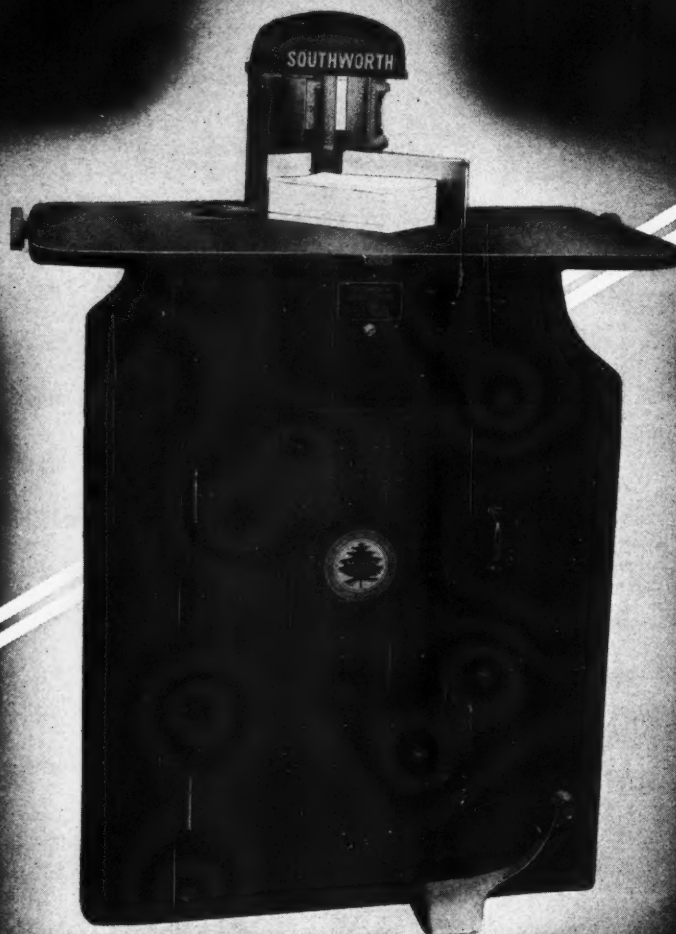
THE CHALLENGE MACHINERY COMPANY

"Over Fifty Years of Service in the Graphic Arts"

MAIN OFFICE AND FACTORY: GRAND HAVEN, MICH.

CHALLENGE HI-SPEED QUOINS

Southworth



GRAPHIC ARTS
DIVISION

SOUTHWORTH

Corner Cutter

Filling a long-felt need, this new Southworth Power Corner Cutter has been enthusiastically received by the Graphic Arts. Precision built for accuracy, dependability and wide range of performance. Cuts lifts up to 3½ inches, with surplus power. For occasional corner-cutting requirements, investigate the Southworth Hand or Foot Corner Cutters. Built to the same high standards! Literature and prices on request.

SOUTHWORTH MACHINE COMPANY

Tel. 4-1424 30 WARREN AVENUE PORTLAND, MAINE.



Keeping in Touch

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., N. Y. 1 • ADDRESS INQUIRIES DEPT. 17

MATCH OVER 100 COLORS WITH ONLY 6 COLORED INKS! PRINTERS DO IT QUICKLY, EASILY WITH IPI MATCH BOX



EVERYTHING YOU SEE IN THIS PICTURE IS INCLUDED IN THE IPI MATCH BOX

Each Match Box contains 8 tubes of ink, 3 compounds, 16-page Simplified Color Matching Chart, patented mixing slab with measuring system, extra small-hole caps for each

tube, 2 mixing knives, tube-rolling keys, and substantial sectionalized wooden case—everything you need to improve your color printing service and start reducing costs immediately.

**Matches Made in Shop;
Ink Inventory Reduced,
Costs Cut**

Many printers who take pride in their color printing service find it necessary to carry a large stock of inks in order to meet demands for uncommon colors. Even then, customers sometimes complain that they haven't a wide enough choice of colors.

As a result, the printer often has to call his ink supplier to mix the colors—paying a service charge, holding presses, and delaying delivery of the job.

That's why the IPI Match Box was born. It enables the small printer to offer a color printing service of more than 100 colors which he can mix and match in his own shop, and so helps him sell more color printing. It reduces his ink inventory, too, as only 6 colors need be stocked. Instructions are easy to follow. The cost of Match Box mixtures is low; press waiting time is eliminated; deliveries speeded. Color schemes may be selected from the Simplified Color Matching Chart by following a few easy steps.

For the larger printer, the Match Box makes it possible to increase his profit on color printing. Small quantities of colors for proofing can be mixed quickly, easily, and at little cost. When proofs have been approved, larger amounts of the colors can be ordered from the nearest IPI branch, or can be mixed by the printer, himself, with a suitable scale. Formulas for mixing large quantities of the colors are also given in the Simplified Color Matching Chart.

Write your nearest IPI branch and ask about the Match Box. Examine its contents for yourself; you'll like what you can do with it.

CLEAN, SHARP, QUALITY PRINTING IS FEATURE OF NEW, SCRATCH-RESISTANT HOLDFAST BLACKS

**Work Well on Press;
Dry Better in Pile**

The printing ink industry has always looked for a non-scratch ink which would print as well under modern speed conditions as conventional linseed oil halftone inks.

To meet this need, we have improved our famous Holdfast Halftone Blacks in scratch-resistance and in ability to dry better in the pile. New ingredients and new techniques are used in their manufacture. They print sharply and cleanly, yet possess high non-scratch characteristics. They do not dissipate their drier; dry better in the pile. They have excellent fountain flow and mobility.

Holdfast Halftone Blacks are formulated to meet a wide range of printing and paper conditions. They are priced

within the range of conventional halftone blacks. Try them on your next halftone job. Compare the results.

SEND FOR SPARKLING NEW GEMTONE SAMPLES

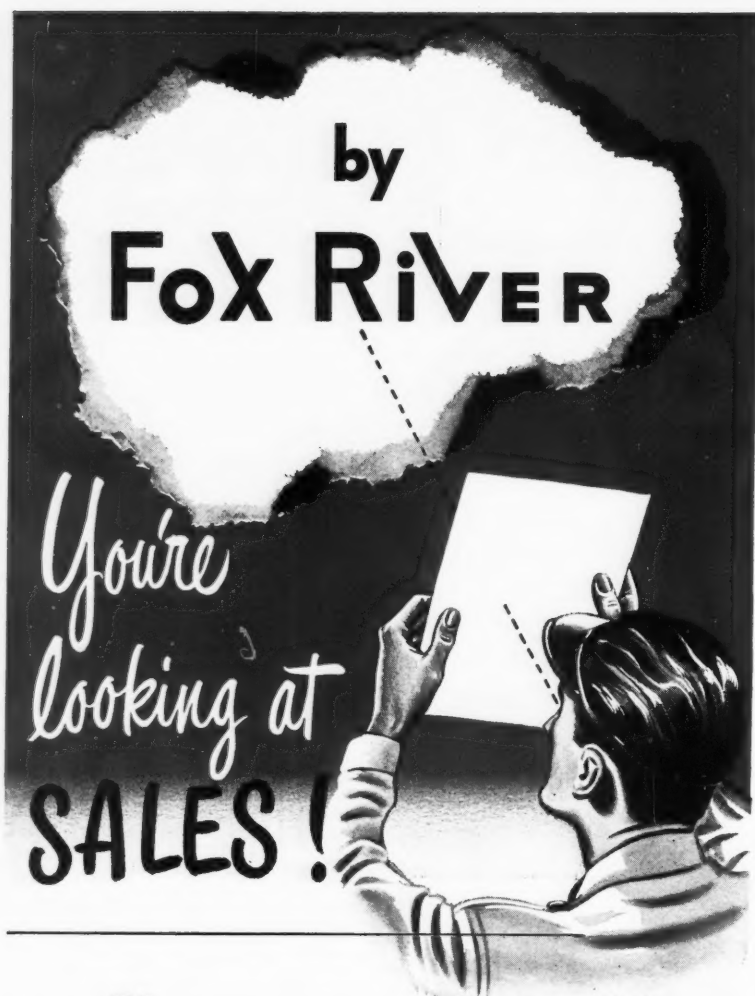
Ever since we assembled our second folder of samples of IPI Gemtone process color printing, people have been telling us nice things about the quality of the work.

The colors do look brilliant, and for good reason—they dry on top of the sheet. There is virtually no penetration of ink into the paper; halftone dots are sharp, colors strong and bright, and highlights clean. Gemtone inks were de-

veloped specifically for sheet-fed presses and dry without heat. Send for your copy of the new Gemtone folder.



For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"



Yes, the watermark in fine papers "by Fox River" actually helps you sell. Put it to the test. Point it out next time you're competing for an order. Right there, *in the paper*, your prospect sees the facts that help you quickly sell better paper for his *entire* assortment of business stationery:

1. The words "cotton fiber" show it's strong and crackles with authority.
2. The exact per cent of cotton fiber is stated. It's the common-sense approach to specifying paper — your insurance policy guaranteeing precise quality to your customer, your guide to instant identification and recommendation of the correct grade for the specific job.
3. There's the signature of the mill famous for fine papers "by Fox River" since 1883 — nationally known and advertised in magazines like Time, Business Week, Newsweek, U. S. News, Dun's Review and Printers' Ink.

FOX RIVER PAPER CORPORATION, Appleton, Wisconsin



OUR WATERMARK is your quality guarantee.

Look through the paper . . . see all three!

1 Cotton Fiber 2 100, 75, 50 or 25% Cotton Fiber 3 Made "by Fox River"

. . . COTTON-FIBER BOND, LEDGER, ONION SKIN

"The more cotton fiber, the finer the paper."

TIP-TOP SHAPE



STOCK CUTS and STOCK PHOTOS

from Cobb Shinn's Service are helping Advertising Men, Editors and Printers "get in shape" first. Request PB-5 today. This Booklet contains 48 pages, size 6 x 9, plastic bound, of art in a variety of ideas easy to use and economical.

PB-5 is FREE. Write Now.

COBB SHINN

721 Union St., Indianapolis 4, Ind.

Insist on Megill's Gauge Pins For Use on All Job Presses

MEGILL'S
Patent

Spring Tongue
GAUGE PINS



REMEMBER. Only Megill makes "Spring Tongue" Gauge Pins. Reg. U. S. Pat. Office. \$1.80 doz. with extra Tongues.

MEGILL'S
Patent

Original Steel
GAUGE PINS



Head 12, 15 or 18 pt. high. 75c doz. either size.

THE PIONEER IN 1870

THE EDWARD L. MEGILL CO.

763 ATLANTIC AVE., BROOKLYN 17, N. Y.

BAUM FOLDERS

WORLD'S GREATEST
FOLDING MACHINE
VALUES



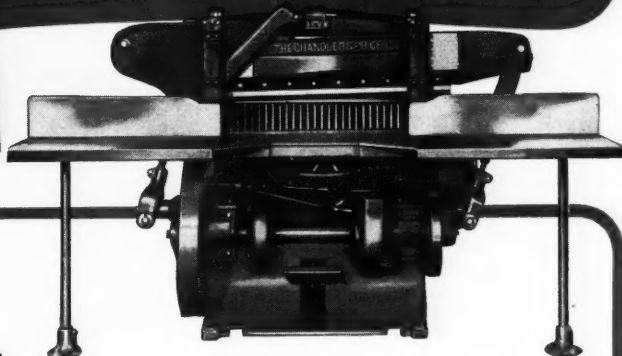
RUSSELL ERNEST BAUM

615 CHESTNUT STREET, PHILADELPHIA, 6



"SO...YOU'RE BUYING AN
Automatic Paper Cutter"

HERE ARE MIGHTY
IMPORTANT FACTS
for you



... Let's look over the Chandler and Price Automatic

THE BASE—Note the design, which is cast in one piece and unusually rigid. The cutting table is absolutely free from yielding or "spring."

THE MOTOR BRACKET—Observe the mounting below the bed of the cutter. This makes the center of gravity much lower and prevents motor oil from dripping on the stock. The motor is belted direct to the flywheel.

THE CLUTCH—A multiple disc type that requires adjustment only after long periods. Any adjustment to take up wear is easy.

THE BRAKE—Self adjusting, takes up wear automatically. Oil cannot get on the brake drum or brake.

LUBRICATION—All bearings under the base are oiled from clusters of tubes. The operator never gets "down and under" to do the oiling. The roller bearing of the fly-wheel is greased by a grease cup, filled at long intervals.

BACK GAUGE—Let's get above the table and observe the back gauge. Mounted on rollers the back gauge can be moved back and forth easily—just like a roller skate. A quick-acting lock sets the back gauge at any point. And of course the back gauge is in three sections for greater convenience.

KNIFE BAR—The hollow, bridge-truss construction provides extra strength without extra weight. The large bearing surface at each end of the knife bar insures minimum wear, parallel knife travel and clean, accurate cutting. The knife is pulled, not pushed, through the stock in a double shear motion.

THE FRICTION BOX—Here a positive, free wheeling principle is employed, so that after years of operation, the friction box remains noiseless. Binder pressure is varied by turning a handwheel on the face of the box.

SIDE PLATE—An exclusive C & P, patented feature is the sliding panel which keeps trimmings out of the knife slot.

EXTENSION TABLES—For greater versatility, these tables can be supplied for either or both sides of C & P Automatic cutters.

TAPE MAGNIFIER—An illuminated magnifying glass made by Bausch and Lomb provides easy reading of the back gauge tape.

FULL SAFETY OPERATION—C & P cutters positively cannot repeat. To start the machine the operator must make two motions of the hand which prevents accidental starting. Two-handed safety control can be provided if desired.

A SIZE TO FIT YOUR NEEDS—C & P Automatic cutters are built in three sizes—39", 44", and 50" — making available a size for any plant.

**ATTENTION
CRAFTSMEN CONVENTIONERS**

You are invited to visit our plant
Monday, August 9, 1-5 P.M. These
cutters and C & P presses will be on
display.



THE CHANDLER & PRICE COMPANY

CLEVELAND, OHIO



Manufacturers of Printing Machinery for over 60 Years



Please Mention THE INLAND PRINTER When Writing to Advertisers

A NEW STAR PERFORMER FOR YOUR ENGRAVING DEPARTMENT



The Chemco Cold Grid Printer...

joins the rest of the line of machines which make for high production with minimum effort for the photoengraver.

Printing frame and self contained light source, composed of a grid of closely spaced fluorescent tubes specifically made to Chemco specifications, furnish a light source capable of a rapid exposure of the bichromated metal surface. Power consumption of only 800 watts furnish a uniform intensity of light to the entire usable printing surface of 25" x 32".

The extremely low cost of operation, complete lack of fumes, smoke and heat, coupled with uniform printing qualities make this printer the finest of its kind on the market today. Contact your Chemco representative at once.

CHEMCO PHOTOPRODUCTS COMPANY, INC.
Works — Glen Cove, N. Y. — Branches In All Principal Printing Areas



Important Features are Sometimes Hidden

● When you hold a sample sheet of Chillicothe Offset between your fingers, you can sense immediately that here is a fine quality paper stock.

But the eye alone can never measure the perfect shade of white for faithful color reproduction. Chillicothe White is the result of the recommendations of leading offset printers. It supports every color without change. It's white for the press—bright for the press—right for the press.

Another hidden value of Chillicothe Offset is the built-in moisture content that makes for perfect register—guards against shrink, stretch, curl, and lint.

It invites worry-free realistic reproduction without exacting a premium in printers' skill.

Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as

LOGAN AND ADENA OFFSET AND BOOK

CHAMOIS TEXT • CHILLOTINTS

GREETING CARD PAPETERIES

—ask us about them

"Chillicothe Papers—  *make the best impression"*
THE CHILLICOTHE PAPER CO.
 CHILLICOTHE, OHIO

When Writing These Advertisers, Please Mention THE INLAND PRINTER

MERCURY PRODUCTS



LEADERS FOR A QUARTER CENTURY

Why do so many leading press manufacturers work with the research department of Rapid Roller Company, when new presses are being developed? The answer is — it is *natural* for these manufacturers to look to a *leader* for the rollers and blankets of tomorrow. In the present day Rapid Mercury products, you get a quality bonus, because they are *ahead of their time*.

GREETINGS TO THOSE ATTENDING CONVENTION OF
INTERNATIONAL CLUB OF PRINTING HOUSE CRAFTSMEN



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

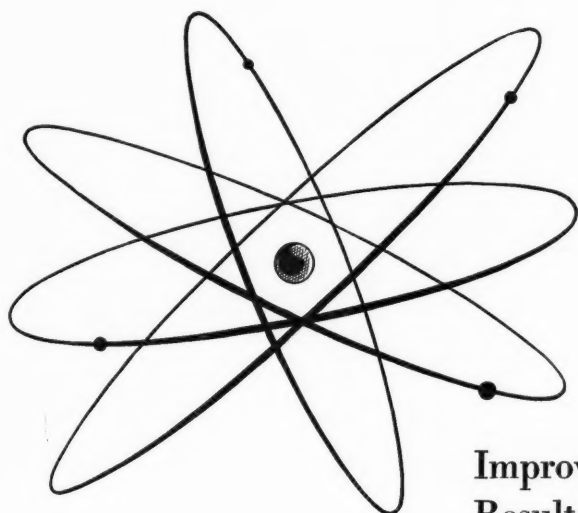
Federal at 26th Street

CHICAGO

MERGENTHALER LINOTYPE COMPANY ANNOUNCES FIRST

ELECTRONIC

Metal-Temperature Control



Improved Printing Surfaces and Slugs Result from Split-Degree Heat Control

Electronic Metal-Temperature Control—another Linotype *first*—will soon be available to give split-degree control for Linotype metal pots. And only Linotype, among slug machines, can now offer this production aid.

This new control has no moving parts! It operates by means of a simple temperature-sensing unit and an industrial-type electron tube. Variations of 0.4 degree F. cause the heater current to be switched on or off.

Linotype Electronic Metal-Temperature Control has been tested under actual production conditions for many months by the Linotype Research Laboratories. Soon it will be available for use on new Linotypes or on machines that are now in service.

If your work requires precise temperature control, you will need this new Linotype production aid. Complete information will be released soon.

LINOTYPE • 29 Ryerson Street, Brooklyn 5, N. Y.



Set in Linotype Bodoni Family


SHARE YOUR KNOWLEDGE  SHARE YOUR KNOWLEDGE

How It Originated

★THE EMBLEM of the International Association of Printing House Craftsmen was adopted by the New York club because of its historic connection with the printing crafts. The first appearance of the emblem was as a seal on a ribbon attached to the menu of a dinner meeting of the New York club on November 18, 1909. Its use was the idea of Thad S. Walling. It is an exact reproduction of the first printer's mark ever used in a book printed from movable type—a Psalter printed in 1457. The emblem is the combined coats of arms of Johann Fust and Peter Schoeffer. Johann Gutenberg was in need of cash, and, going to Fust, a citizen of Mainz, Germany, he obtained a sum of money for which he mortgaged his printing plant. This was in 1450. Five years later the mortgage was foreclosed, giving Fust all types, books, and presses then owned by Gutenberg. Among Gutenberg's workmen was a young man named Peter Schoeffer,

who had previously copied books while he was a student in the University of Paris. When Fust took over the equipment forfeited by Gutenberg, Schoeffer assumed charge, married Fust's daughter, and became a partner in the business. Hence the combining of their individual coats of arms. The device on the left-hand shield is that of Fust; that on the right, of Schoeffer. The X and inverted V are Greek letters "Chi" and "Lambda." As to their significance in this application, nothing definite is known, although they doubtless had some meaning to the initiated of that period. The stars may denote seniority, and frequently were found on medieval coats of arms. The two shields hanging on a branch denote alliance, probably the alliance of Peter Schoeffer with the Fust family. The original design was printed in bright red, which is the official way to display the emblem.

—Manual of Craftsmanship

SHARE YOUR KNOWLEDGE  SHARE YOUR KNOWLEDGE



The Inland Printer

J. L. FRAZIER, Editor • JULY, 1948

★ ★ *The World's Leading Business and Technical Journal in the Printing and Allied Industries* ★ ★ ★

What Does Craftsmanship Mean?

By PERRY R. LONG

● WHY has International Association of Printing House Craftsmen, one of the youngest organizations in the graphic arts group, shown such remarkable growth and unusual achievement?

When it holds its twenty-ninth annual convention in Cleveland in August of this year, it can point with pride to its all-time record membership of over 10,000 aggressive individuals committed to the policy of "Share Your Knowledge" with others. Total number of local clubs in the United States and Canada, together with those in foreign countries, has reached a new high.

The Association's influence for better printing and more efficient methods of production is far greater than the total membership would imply, for the work it has been doing has spread its influence over the entire printing industry.

Source of Education

The individual craftsman belonging to a local craftsmen's club has many sources of trade information and educational assets at his command. His opportunity to become acquainted and make friends with successful plant executives from the various branches of the industry is a continuing and expanding source of technical knowledge and inspiration to apply to his work.

At his club meetings, the craftsman contacts plant executives who have, through years of experience, stepped higher and higher, because of their applied energy and inquiring minds. Such contacts are bound to have an educational and stimulating effect. The monthly meetings are storehouses of knowledge to all those who attend them and participate in the technical discussions.

The programs of the meetings are widely diversified and give the members an opportunity to hear and learn about all the branches of the printing industry. The frequent exhibits that can be examined before and after the meetings are a great source of enjoyment, education, and inspiration. There is no better means by which printing plant executives can become familiar with



Perry R. Long was one of the twenty-one organizers and was first president of the International. A member now of the Los Angeles Club, he helped inaugurate the idea of celebrating a National Printing Week every January

the new things that are offered from time to time. By exhibits, lantern slides, motion pictures or talks, the wide-awake craftsman becomes familiar with the new methods, devices or equipment.

Years ago it was not so essential for printing plant executives to be continually on the alert for improved methods and new devices or equipment. Men learned their trades and practiced them with few changes

through many years. Today, because of the constant changes, men are continually learning their trades. With the rapid progress that has been taking place in the materials and equipment that we use, as well as the methods of working in all branches of our industry, it is necessary for journeymen and executives to utilize all available sources of information and learning.

The growth and fast development of the craftsmen's organization through the greatest inventive period of printing history has been a great help to research effort in the industry.

The opportunity to fill the various offices in the local craftsmen's organization has developed capacity and leadership in many who have made the most of such big opportunities. Often it has opened the doors to better positions.

District Conferences

The craftsmen's district conferences held annually in the various geographical divisions of the United States and Canada have grown in importance. In typical district conferences the programs are filled with discussions of important subjects by outstanding leaders in their respective fields. Round-table talks about new processes, equipment, and technical procedure, furnish educational meat for those in attendance.

These conferences have their social as well as their educational side. Many craftsmen bring their wives who find great enjoyment in the contacts they make with the wives of other craftsmen.

The many craftsmen the individual member meets at his local club and at the district conference give him in effect a consulting group among which are found some of the

outstanding leaders from the various branches of the industry.

Craftsmen promoted from foremanship positions to managers or superintendents have found the contacts they made in the organization always valuable.

The district representatives are the spark-plugs for the district conferences and many other activities in their districts. As the International representatives, they contact the clubs comprising their respective districts at least once each year. Conferring with the local officers of the clubs they render advice and help in many directions for the promotion of educational activities and the general welfare of the clubs. They help to plan the programs for the district conferences and encourage the members to attend them.

Conventions Improve Yearly

From the time the International Association was organized in Philadelphia in 1919, the annual conventions have grown in attendance and all their educational features have progressively improved.

At the clinics covering principal branches of the printing industry, held at the convention, speakers of national reputation and broad experience bring to the craftsmen information and knowledge that will help to guide them in securing better results in the execution of the work under their direction.

Craftsmen come to the national conventions, held in the principal printing centers of the United States and Canada, to see new things, to learn about their quality, and hear the production problems of others, as well as to enjoy themselves socially by meeting old friends and making new ones. Craftsmen leave the convention filled with new ideas and full of inspiration for their future work.

At home the craftsmen are conscious of their affiliations with the International Association of Printing House Craftsmen, for every month they receive by mail from the International their copy of the "Share Your Knowledge Review." This review keeps the members posted about all the activities of the International organization.

The publication, in addition to printing the president's secretary's messages, contains technical articles of great worth. It covers the work of the educational commission, and the activities of the local clubs.

The most recent project of the International Association has been the inauguration and the promotion of

Printing Week which occurs every January in the week in which Benjamin Franklin's birthday occurs. This activity holds great future promise for making the public more conscious of the importance of printing in the cultural, commercial, educational, and religious progress of the world. It is believed the observance of Printing Week will attract an increasing number of desirable young men to the printing crafts for their life's work.

The members of the local craftsmen's groups are proud of their affiliation with the national organization which has grown and developed until today it is recognized as a most progressive and dynamic organization. Among its members will be found nearly all the editors of the printing trade journals. In recent years, an increasing number of books about printing have been written by members of the craftsmen's organization, as well as a large number of the technical articles in the printing trade journals.

The present Public Printer, John J. Deviny, and his two predecessors have been active members of the

craftsmen's organization for years. An increasing number of the important executive positions in the printing industry are being filled by members.

The educational work of the local clubs and the International Association has been justified. The typical craftsman of today is a greater reader of the printing trade journals and books about printing than were his predecessors.

Accomplishments Many

The twenty-nine years of history of The International Association of Printing House Craftsmen show it to be a live organization that has done splendid work for welfare of members and the printing industry.

Craftsmen are very proud of the accomplishments of their organization. Without profit or material reward, they give generously of their time and talents to its upbuilding.

The future of the craftsmen's association cannot be foretold. However, judging from past accomplishments, it is bound to live on for many years and render a great service to its members and the industry.

ALTRUISTIC ADVERTISING USED AS PROMOTION BY LOUISVILLE PRINTER

People We Like To Talk About...

LIBERTY ENGINEERING & MFG. CO. is celebrating its' 20th Anniversary
Incorporated in 1928

Cooling
Air
Conditioning



Ventilating
Dust
Collecting

THE installation of dust collecting systems was the principle work in 1928, and is an important part of their work today with many repeat orders from the same customers throughout those 20 years of service to industry.

Air Conditioning—Heating—Ventilation and Metal Fabrication have been added to their business and the volume handled in 1948 will be more than 20 times the volume handled in 1928.

ACME PRINTING COMPANY

510 South Brook Street

Jackson 6267

LOUISVILLE 2, KY.

People We Like To Talk About...



AMERICAN-Standard people—the folks who make the world's largest line of Heating and Plumbing Products...

These quality products, identified by the Mark of Merit, include Boilers, Warm Air Furnaces, Winter Air Conditioners, Water Heaters—Radiators, Convectors, Enclosures—Gas and Oil Burners—Heating Accessories—Bathtubs, Water Closets, Lavatories, Kitchen Sinks, Laundry Trays, Brass Trim—and specialized products for Hospitals, Hotels, Schools, Ships and Railroads. American Radiator & Standard Sanitary Corporation, General Offices, Pittsburgh, Pennsylvania.

AMERICAN-Standard
First in Heating and Plumbing

ACME PRINTING CO. 510 South Brook St. Jackson 6267 Louisville 2, Ky.

Altruistic advertising—"blowing someone else's horn"—can be a very effective selling force. The Acme Printing Company, Louisville, Kentucky, is using it in a current series of interesting, colorful blotters. Top blotter is blue and dark green on light green stock; bottom blotter is red and black on silver. Although the copy does not say so, the implication is that the firms "talked about" are the printer's customers. Thus the advertisements indirectly serve the printer's interest. Printers should secure the customer's permission before using his name in advertising.



CLARENCE R. BRANDON
ADIRONDACK



RICHARD M. SEYMOUR
ALBANY CAPITAL DISTRICT



FRED COGSWELL
ATLANTA



L. BRENT FREY
BALTIMORE



ADDIS W. DEMPSEY
BOSTON



JAMES A. BURKE
BUFFALO



WILLIAM BRISLIN
CEDAR RAPIDS



LESTER LIPPINCOTT
CENTRAL ILLINOIS

1948 CLUB PRESIDENTS



THE INTERNATIONAL ASSOCIATION
OF PRINTING HOUSE CRAFTSMEN



JOSEPH J. KRACH
CHICAGO



HARRY E. THIELE
CINCINNATI



FRED BROWER
CITRUS BELT



WAYNE GASPER
CLEVELAND



J. WARREN WITHLER
COLUMBUS



RAYMOND C. GRAY
CONNECTICUT VALLEY



L. MCARTHUR
DALLAS



HOWARD J. CAMPBELL
DAYTON



WILLIAM G. KRUEGER
DES MOINES



D. M. WALKER
DETROIT



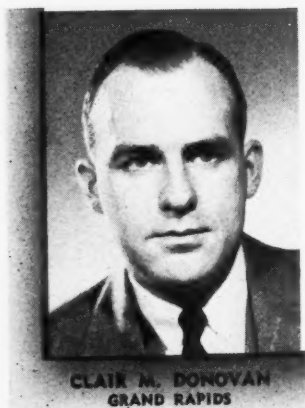
LON TAYLOR
DULUTH-SUPERIOR



ALBERT J. BARTLETT
FIVE COUNTY



VERNON E. CHILES
FORT WORTH



CLAIR M. DONOVAN
GRAND RAPIDS



JACK MOODY
HONOLULU



CHARLES H. SANDER
HOUSTON

1948 CLUB PRESIDENTS



THE INTERNATIONAL ASSOCIATION
OF PRINTING HOUSE CRAFTSMEN



GUY L. BOYD
INDIANAPOLIS



J. T. DEYANE
JACKSONVILLE



HERMAN A. SLATER
KANSAS CITY



FLOYD E. LEAR JR.
LEHIGH VALLEY



A. L. SCRUGGS
LITTLE ROCK



A. V. HOLLAND
LONDON



CHARLES F. GOODAN
LOS ANGELES



ERNEST S. TUCKER
MEMPHIS



A. M. HOBART
MIAMI



FRANCIS G. OLSON
MINNEAPOLIS



G. BONNEMER
MONTREAL



W. J. FLYNN
NASHVILLE



HAROLD E. DOWNES
NEWARK



E. J. DAVIDSON
NEW HAVEN



HENRY K. SCHNEIDER
NEW YORK CITY



FRANCIS C. GALT
OKLAHOMA CITY

1948 CLUB PRESIDENTS



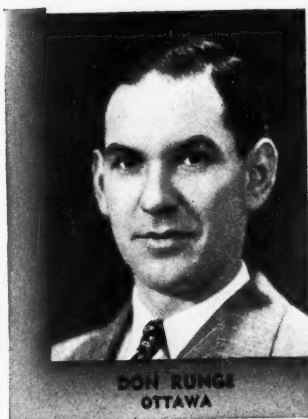
THE INTERNATIONAL ASSOCIATION
OF PRINTING HOUSE CRAFTSMEN



HARDIN E. TUFF
OMAHA



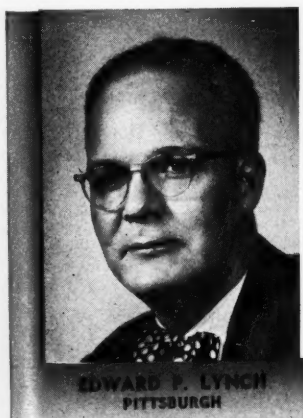
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ORANGE COUNTY



DON RUNGE
OTTAWA



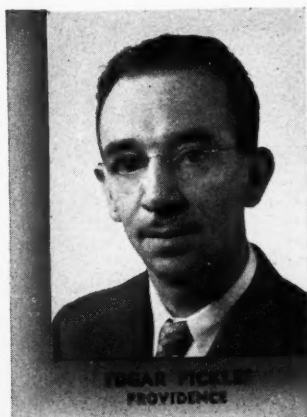
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PHILADELPHIA



EDWARD P. LYNCH
PITTSBURGH



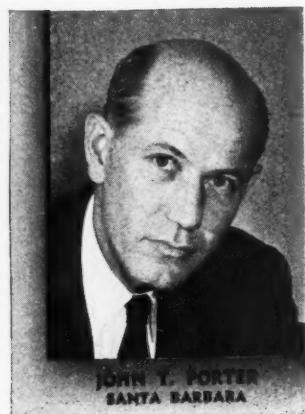
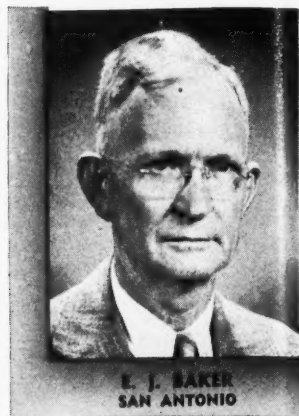
ELMER CROSSETT
PORTLAND



EDGAR PICKLE
PROVIDENCE



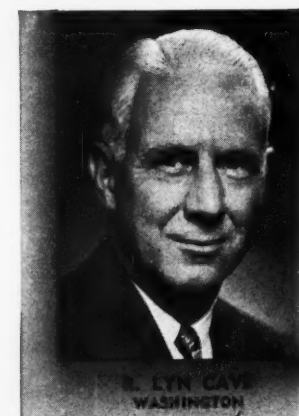
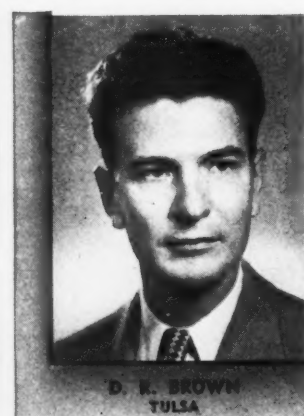
JOSEPH L. FARMER
RICHMOND

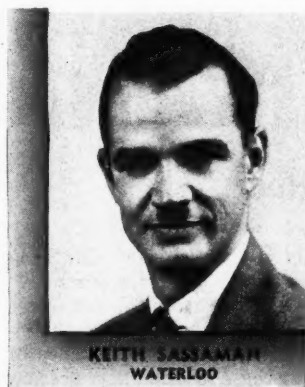


1948 CLUB PRESIDENTS



THE INTERNATIONAL ASSOCIATION
OF PRINTING HOUSE CRAFTSMEN

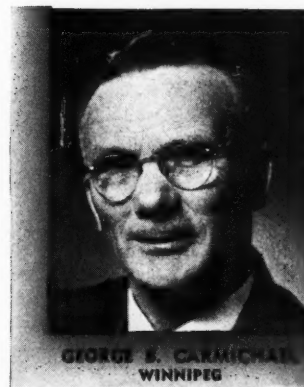




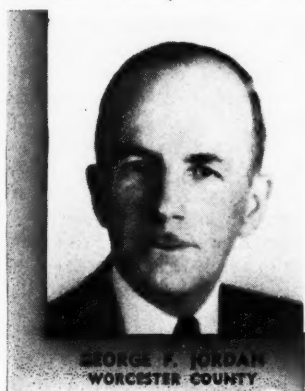
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WATERLOO



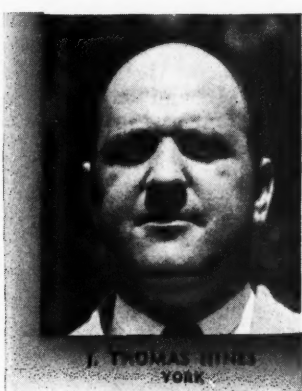
BEN EDWARDS
WICHITA



GEORGE E. CARMICHAEL
WINNIPEG



GEORGE F. JORDAN
WORCESTER COUNTY



J. THOMAS HINES
YORK



A. J. GRAYDON
LOUISVILLE

COMMITTEE CHAIRMEN FOR CONVENTION OF INTERNATIONAL CRAFTSMEN



IAPHC convention committee chairmen, from left, back row: Souvenirs and badges, Paul Ullman; committee treasurer, Earl M. Boner; printing, Edward T. Samuel, treasurer of the International; booster committee, J. I. Moore; golf, C. C. Clippinger; exhibits, William Wesson; Joseph Pilarski standing in for William J. Schneider, host and greeters committee; Sidney Langford, entertainment committee. In front row, from left: hotels, Wayne Gaspar, convention co-chairman and president of Cleveland club; finance and budget, Chester L. Klein, convention co-chairman; Anne Marie Sammon, committee secretary; MacD. Sinclair, convention chairman; registration and ticket sales, Robert Pettet; transportation and plant visitation, Joseph A. Chinnici



THE FORTY-NINERS W

By Haywood H. Hunt

lier, but the "jackpot" was not cracked until 1848); in 1849 came the real Gold Rush—followed in 1850 by the admission of the robust young State of California into the Union. (Guess the politicians in Washington a hundred years ago were not too proud to admit a newcomer—if there was enough gold in sight!)

California is right now on the verge of becoming the Nation's second state in population, thanks to a recent bulge during the war (if Pennsylvania will kindly step to one side), and a certain nameless city in that section of our state that calls

case, as well as to lure other even better printers from the East.

There will be more for you to see next year than there was in 1940—and even more convenient ways of reaching these scenes. There are now daily streamlined trains from Chicago, which cross a large part of the continent in less than forty hours (plus numerous planes which will bring you here between breakfast and dinner), and if you insist loud enough you may come all the way from New York in the same car. We have never tried this—we like to break the journey in Chicago.

As much as we love San Francisco, we have to admit that there are a lot of attractions between here and the East and Middle West—places like the Yellowstone National Park, the Grand Canyon, the Carlsbad Caves, and our own Pacific Northwest in the Seattle and Portland section, with more beautiful high mountains than you will find anywhere. Unless your time is rationed down to that last minute, you will want to come one route and return by another.

If you are driving your own car, you will find the highways better than ever before, and if you travel by train or plane, you will find that comfort has been added since you have been over the road last. If your time is cut down to the minimum,



Coast-to-coast over night if you're in a hurry

itself the "southland" is crowding dangerously close to becoming Number Three City in number of inhabitants, with only New York and then Chicago standing ahead.

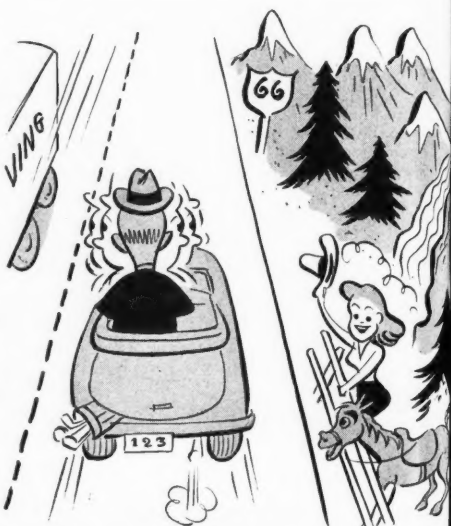
As our heading says, "The Forty-Niners Were Not All Miners." No, some of them were printers. In fact, San Francisco claims that printing and publishing is its *first* industry. There was some printing and publishing done in this state before the discovery of gold, but frankly, it was not high in either quantity or quality. We wouldn't want to infer that those early San Francisco printers put their art and craft above everything else—they simply closed shop and hied away to the gold fields when the discovery of gold became known. But they did not stay long; the work of mining was too tough, and the two dollars per thousand ems for composition may have been a magnet to draw some of them back to the

● TO TURN a Californian (even an Adopted Son) loose in the pages of this old reliable family journal—to invite Craftsmen to again sample San Francisco's convention hospitality—is like entrusting the lambs of the fold to the tender mercies of the Big Bad Wolf himself. It is too much akin to giving the barroom keys to a confirmed alcoholic. But here goes:

Having gone through the slight preliminary routine of staging your 1940 International Convention, when John M. Callahan was prexy, we feel that we have learned something about the technique of this convention business, and we're anxious to try out this experience on an even larger attendance than came to our 1940 party. Past-President Oscar Pedersen has been working early and late for nearly a year now lining up plans for your comfort and enjoyment from the moment you alight in our midst in August next year. The Palace Hotel has again accepted the role as host hotel.

So that no time might be lost, Oscar was unanimously selected as general convention chairman immediately following the Saratoga convention last year when San Francisco Craftsmen definitely decided that 1949 was the right year, and that San Francisco was the right city in our state to act as your "Gold Rush Centennial" host.

California is putting on a three-year celebration program: '48 observing the hundredth anniversary of the discovery of gold in sizable quantities (yes, there had been small bits of gold found in the southern part of the state several years ear-



A lot of attractions along the way

THE INLAND PRINTER for July,

RS WERE NOT ALL MINERS!

you may board a plane in New York at night and be here for an early breakfast the next morning. Even without engraved invitations, we can assure you that Craftsmen all along your route will put out the "welcome" mat: Portland, Seattle, Vancouver, in the Northwest—Los Angeles, Santa Barbara, and Citrus Belt, as well as those several clubs down Texas and Oklahoma way—



"Guaranteed" cool summer weather

will all be anxious to have you stop over and talk shop with them. We know of a certain two-time past president of San Francisco Club who presides over the large and efficient California State Printing Office in Sacramento who will be glad to extend the hand of welcome when you look in at his plant, and that same cordial welcome will be yours wherever you are on your next year's convention trip.

Should you enter California from one of the northern routes (by train, plane, or car), you will pass relatively close to famous Crater Lake in southern Oregon. Then, if by plane or train, you will be within sight of Mount Shasta—continually snowcapped, as are several of the peaks in Oregon and Washington. If by plane, in daytime, of course, you are afforded a wonderful view of the massive Central Valley project—Shasta Dam and artificial lake made possible by the dam. If you are driving from the north, you may take the Roosevelt Highway down the Oregon coastline.

This highway becomes the Redwood Highway after you come into California, and you are able to see magnificent groves of some of the world's tallest and oldest trees. For that matter, we plan to show our visitors San Francisco's own redwood grove within half an hour's driving time from the city—Muir Woods. The drive from Portland to San Francisco may easily be made in two days—stopping over in either a hotel at Grant's Pass or Medford, Oregon, (if you come the inland Pacific highway) or in one of the numerous auto courts scattered conveniently all along the highway from the Northwest.

Two-day Trip From Portland

If you are driving down the Coast route, the trip may be broken at about Crescent City or Eureka, California. (Of course, we have made the trip down from Portland without stopping, but admit that it is a long tiring drive.) If you happen to drive by the Lincoln Highway, you will be coming through Nevada—passing through Reno, sometimes called the "Biggest Little City in the World." Reno and Las Vegas are reputed to be the "gamblingest" centers in these United States. You will also come close to Lake Tahoe, with shores touching both Nevada and California, and on down through to Sacramento, the capital city of California.

Leaving San Francisco by what is known as the Valley Route, it will not take much extra time to make the side trip to Yosemite National Park, lying east of the highway, with excellent highway all the way. Should you insist on a preview of Hades, we might suggest another side trip into Death Valley, but hardly to be recommended as a summer trip. You may also go to Los Angeles via the Coast Route—a little longer but more scenic, especially in summer. This route goes through Santa Barbara and affords a view of the mighty Pacific Ocean for a considerable distance. Monterey, Pebble Beach, and Santa Cruz may readily be visited by slight detours from the Coast route.

Three or four hours south of Los Angeles is San Diego, just a few miles above the Mexican border.

About forty miles north of San Diego is Palomar, with the world's largest telescope—200 inches in diameter—now nearing completion. Riverside, with its famous Riverside Inn, is only about an hour's drive east of Los Angeles.

We are only touching the high spots in trying to enumerate some of the places you might want to visit on this 1949 convention jaunt. Our convention committee will be glad to give you detailed information if you will contact them. And the automobile associations, railways, and air lines are in the business of advising the traveler.

You see, we realize that there are a lot of things you will be able to tell us about this graphic arts business we are in, and we want you to come out and "Share Your Knowledge" with us in one of the most hospitable metropolitan cities in the world—a place where we have "guaranteed" cool summer weather—weather so cool that we are going to advise you to bring a light coat.

The selection of the 1949 convention city will be made at the Cleveland convention, where we hope and expect that you will put the seal of approval on our bid to entertain you when the International Association celebrates its thirtieth anniversary.

Incidentally, just so that there will be no mistake, San Francisco Club has the full support and co-operation of all the other clubs on the Pacific Slope in asking for next year's International Convention. It is the most centrally located city, and can be reached by more Craftsmen in less time than any other point on the Coast. Our membership is more than three hundred—all pledged to make 1949 a convention you will never forget. So start singing: "California, Here We Come!"



SUNDAY, AUGUST 8

8:00 a. m. to 10:00 p. m.—Registration,
Mezzanine Floor
8:00 p. m. to 9:30 p. m.—Convention ses-
sion, Ballroom
Presiding Officer—**MACD. SINCLAIR**, *Gen-
eral Chairman, Convention Committee*
"America" and "God Save the King"
Address of Welcome—**WAYNE GASPAR**,
President, Cleveland Club, and
Convention Co-Chairman
Response to Address of Welcome—
GRADIE OAKES, *International First*
Vice-President
Invocation (Cleveland Clergyman)
Introduction of *International President*
A. GORDON RUITER—**C. L. KLEIN**,
Convention Co-Chairman
President A. GORDON RUITER assumes chair
Introduction of *International Board*
Members and prominent guests—
President A. GORDON RUITER
Roll Call of Clubs—**PEARL E. OLD**,
International Executive Secretary
Appointment of Convention Committees—
President A. GORDON RUITER
Memoriam with appropriate music for
Departed Craftsmen—*International*
President A. GORDON RUITER
Ladies' Convention Arrangements—
MRS. M. L. ABRAMS, *Chairman,*
Ladies' Committee
Convention Announcements—
MACD. SINCLAIR, *General Chairman*
Inspirational Address—
HON. JOHN J. DEVINY,
United States Public Printer
10:00 p. m. to 11:30 p. m.—Social and
Entertainment, Empire Room, Hotel
Cleveland

MONDAY, AUGUST 9

8:00 a. m. to 5:00 p. m.—Registration,
Mezzanine Floor
8:30 a. m. to 9:30 a. m.—Credentials Com-
mittee meeting

TYPOGRAPHIC CLINIC

9:30 a. m. to 12:00 noon

Presiding Officer—**RUSSELL J. HOGAN**,
International Second Vice-President
Typography—**AMADEO TOMMASINI**,
President, San Francisco Club
Composing Room Practice—
EVERETT A. DAMON, *Assistant Sales*
Manager, American Type Founders
Discussion
Convention Announcements
Adjournment

PRESSROOM OPERATION

9:30 a. m. to 12:00 noon

Presiding Officer—**A. GORDON RUITER**,
International President
Combination Pressroom Operation (Letter-
press and Offset)—
Press Production Control—
EDWARD NYMARK, *Plant Manager,*
Maclean-Hunter, Toronto
Discussion
Convention Announcements
Adjournment

J. TOM MORGAN, JR., *President,*
Commercial Printers, Inc.,
Columbus, Georgia

PROGRAM

29th Annual Convention of
The International Association
of Printing House Craftsmen

CLEVELAND, AUGUST 8, 9, 10, 11, 1948



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CONVENTION BUSINESS SESSION
2:00 p. m. to 4:30 p. m.—Ballroom

Presiding Officer—A. GORDON RUITER
Roll Call of Clubs—PEARL E. OLDT
Presentation of Resolutions, Amendments
Report of *International President*
A. GORDON RUITER
Report of *International Executive Secretary*
PEARL E. OLDT
Report of Credentials Committee
Printing Week Celebration Presentation—
Presiding Officer GORDON J. HOLM-
QUIST, *Chairman, Public Relations*
Commission
What Printing Week Can Do for Your Club
—EDWARD R. STOEHR, *Newark Club*
Selling Printing to San Francisco—
AMADEO TOMMASINI, *President,*
San Francisco Club
Convention Announcements
Adjournment
1:00 p. m. to 5:00 p. m.—Plant Visitation—
Chandler & Price Company
6:30 p. m.—Club Management Dinner
Presiding Officer—FRED BAILLE,
International Third Vice-President
The Care and Feeding of Speakers—
ELMER LEACH, *Eighth District*
Representative
Stimulating Attendance at Club Meetings
—CHARLES B. WEIMER, *Ninth District*
Representative
Awards, Club Bulletin Contest—
LEE AUGUSTINE, *Printing Machinery*
Company, Cincinnati
Discussion
Convention Announcements
Adjournment

TUESDAY, AUGUST 10

8:00 a. m. to 5:00 p. m.—Registration,
Mezzanine Floor

BINDERY CLINIC
9:30 a. m. to 12:00 noon

Presiding Officer—A. GORDON RUITER
Final Time for Presentation of Resolutions
and Amendments
New Developments in Bindery Operations
—BEN ZEVIN, *President, World*
Publishing Company, Cleveland
Mechanical Bindings—OTTO PELZ,
President, A. H. Pelz Company,
Cleveland
Panel Board Display on Exhibition
Convention Announcements
Adjournment

PHOTOMECHANICAL CLINIC

Presiding Officer—GRADIE OAKES
Letterpress—CLARENCE ROHRICH,
Secretary-Treasurer, American
Photoengravers Association
Offset Color Separation—WILLIAM STONE,
Copyifery Lithograph Corp., Cleveland
Discussion
Convention Announcements
Adjournment
1:00 p. m. to 5:00 a. m. on all convention
days, Plant Visitation, Copifyer Litho-
graph Corporation
6:00 p. m. to 11:30 p. m.—Entertainment

BUSINESS SESSION
2:00 p. m. to 4:30 p. m.

Presiding Officer—*International President*
A. GORDON RUITER
Convention Session—Ballroom
Roll Call of Clubs—PEARL E. OLDT,
International Executive Secretary
Report of Finance Committee
mittee—ALEX ALBERG, *Kansas City*
Club, Chairman
Unfinished Business
New Business

CLUB OPERATING CLINIC

Presiding Officer—PEARL E. OLDT,
International Executive Secretary
(All local club officers are invited to present
specific Club Management Problems
and participate in the discussions)
Convention Announcements
Adjournment

1:00 p. m. to 5:00 p. m.—Plant Visitation—
Harris-Seybold Company
6:00 p. m. to 11:30 p. m.—Entertainment

12:00 m.—Nomination Meeting, Red Room
BASIL PARSONS, *Providence Club,*
Chairman

WEDNESDAY, AUGUST 11

8:00 a. m. to 12:00 noon—Registration,
Mezzanine Floor

GRAVURE CLINIC
9:30 a. m. to 12:00 noon

Presiding Officer—GRADIE OAKES
Gravure Color Separation and Platemaking
—ALLEN C. BLACK, *Superintendent,*
Preparatory Department, Crowell-
Collier Publishing Company,
Springfield, Ohio
Specialty Gravure—FRANK A. SPORTELLI,
International Color Gravure Company,
New York

SHARE YOUR KNOWLEDGE CLINIC

Presiding Officer—J. HOMER WINKLER,
Educational Chairman
Siderography or Why the Counterfeiter
Always Fails—JOHN C. ROUT, *Fore-*
man of Siderographers, U. S. Bureau
of Engraving and Printing
Address—WM. C. HUEBNER,
Huebner Laboratories, New York

Discussion
Convention Announcements
Adjournment
2:00 p. m. to 4:00 p. m.—Convention Ses-
sion, Ballroom

Presiding Officer—A. GORDON RUITER
Report of Resolutions Committee
Unfinished Business
Nomination and Election of Officers
Selection of 30th Annual Convention City
Summation of Convention—

HERBERT THRELFALL, *Past Inter-*
national Secretary, Providence
Singing of "Auld Lang Syne"
Convention Announcements
Adjournment

1:00 p. m. to 5:00 p. m.—Plant Visitation—
Braden Sutphin Ink Company
6:30 p. m.—Annual Banquet—
Hotel Cleveland Ballroom
Installation of Officers
Entertainment and Dancing



Minuteman Tower rises above skyline
of downtown Cleveland, site of 1948
APC convention. In background,
Lake Erie stretches beyond horizon

Canada Cuba 10,000 Members
United States Hawaiian Islands South Africa 78 Clubs

Craftsmanship Marches On!

By PEARL E. OLDT

● FROM a small effort on the part of a few educationally minded men in New York City in 1909, and with three principles in mind, The International Association of Printing House Craftsmen, Incorporated, has sprung. The three principles:

"1. To perfect an inexpensive organization to meet monthly to discuss craft matters.

2. To assist its members along educational lines by providing lectures on various questions, which would be open for debate by anyone present.

3. To materially help in the present general movement for greater stability in the printing trade by uniform methods of handling all the work under its members' supervision."

In October, 1909, the Club of Printing House Craftsmen of New York came into being. The combined crests of the families of Fust and Schoeffer were chosen as the emblem, and the slogan "Share Your Knowledge" was then adopted. *Craftsmanship was born.*

The work and the progress of the New York Club was watched closely by men in other cities. Independent clubs of this type were instituted in Philadelphia, Chicago, Boston, Cincinnati, Connecticut Valley, Baltimore, and Washington with little or no communication between them and no real effort was put forth to cooperate in any educational function. Feeling this need, the Philadelphia Club called a conference of the eight clubs in September, 1919, which resulted in the formation of the club known as The International Association of Printing House Craftsmen.

This was the starting point of a period of great expansion. Prior to this date of organization eight clubs were organized in a ten-year period. Within two years after the organization of the International Association twenty-eight clubs were organized. It has grown steadily in extent, membership, and prestige until it is

now truly International in scope and character. From this humble beginning in 1919 it has increased to a total membership of over 10,000 in seventy-eight clubs in the United States, Canada, Hawaiian Islands, Cuba, and South Africa. All this was

achieved without fanfare and undue publicity. It was done by the devotion of thousands of officers and members who contributed an unbelievable amount of time and effort to further the ideals and to extend the benefits of the Craftsman's Movement, both in local clubs and in the International Association. This was and continues to be done in a spirit of helpfulness to fellow Craftsmen and gratitude for what true Craftsmanship did, is doing, and will continue to do for them.

The International Association has remained truly International in its scope and characteristics, not only with clubs from Cape Town to Honolulu to Havana, throughout the United States and Canada, but by many per capita paying members on the European continent, all of whom are members of the New York Club of Printing House Craftsmen.

Gains in Membership

The statement that there is the possibility of 25,000 to 30,000 members, and a local club in every average city in the country remains as the ultimate goal of the International Association. How well the Association has progressed toward this goal is indicated by the increase of the number of clubs to seventy-eight and the number of per capita to 10,350, at this time. New clubs were organized and affiliated with the parent group in Syracuse and Watertown; London, Ontario, Canada; Santa Ana, California; Tulsa, and Oklahoma City; Little Rock, Arkansas, and Boise, Idaho.



PEARL E. OLDT
IAPHC Executive Secretary

The promotion of the celebration of Printing Week in January was a major project of the International. Nearly all of the affiliated clubs held such a celebration, many included the participation of entire cities. This activity remains as one of the foremost and important ones in International endeavor, building in significance with each successive celebration.

The International headquarters, centralized in Cincinnati, are proving to be of great service to the affiliated clubs, binding them more closely into the parent organization and behind the slogan, "Share Your Knowledge." The *Craftsman's Personal Library* is now composed of over one hundred items, all of educational value to the members, and is growing steadily.

Communicating Knowledge

The *Share Your Knowledge Review* ranks among the best of its kind and is being received by every member of a Craftsman club regularly and on time.

During the year, the International has affiliated with the Advisory Council on Graphic Arts Education and is represented by the executive secretary. One meeting has been called and attended in Pittsburgh, on April 29, 1948.

The International Association looks forward to a good year with the membership continuing upward, with the seeds of Craftsmanship firmly planted, clubs being organized in New Zealand, Australia, Denmark, and Sweden overseas, and in Lansing, Michigan; Walla Walla, Washington; New Orleans; High Point, North Carolina; Missoula, Montana; and in Calgary, Alberta, Canada, and with its "Share Your Knowledge" ideal devoted to further development of a spirit of cooperation, friendship, and mutual assistance among the clubs and their members for the purposes of improving the industry, exchanging information, and communicating knowledge so shared and gained to the younger generation in the graphic arts.

A Clinic-in-Print on New and Forthcoming Equipment for Every Type of Printing Shop

● IF THE nation-wide graphic arts exposition were being held this year in connection with the convention of the International Association of Printing House Craftsmen, there would be exhibits of new equipment and supplies to add to the knowledge of Craftsmen and other leaders in the graphic arts. Because such an exposition is not being held until 1950, THE INLAND PRINTER has requested manufacturers and other suppliers to participate in what is being called The Clinic-In-Print.

Forty manufacturers responded, in consequence of which much information was received.

In supplementary interviews with leaders of the industry we obtained information concerning the research work about which announcements have not yet been made—research that represents the expenditure of hundreds of thousands of dollars annually. It is unreasonable to expect that firms will divulge the ideas they are developing, which of necessity must be tested through months and sometimes years before workable devices can be manufactured and marketed. It is known that more projects are being worked on in research laboratories and shops at the present time than during any other period in the history of the printing industry. Thus by the time the 1950 Graphic Arts Exposition is held in Chicago, it is probable that many more new things will be presented than at any previous exposition.

Increase Use of Electronics

Increased application of electronics to automatic controls in printing operations may be expected as an achievement of researchers. Then there are potential products made from plastics which will increase efficiency and decrease the weight of things handled by craftsmen, electrotypes made of plastics being an example. Photographic processes will play an important role in the graphic arts, such as the Fotosetter, developed by Intertype Corporation. Chemistry is being applied as never before to the graphic arts, evidence of which may be seen in the expansion of chemical laboratories by paper and ink manufacturers, as well



as by numerous printers, lithographers, and publishers.

The extent to which chemistry is related to other developments in a new printing operation was mentioned some time ago by the International Printing Ink Division of Interchemical Corporation in connection with Vaporin ink, which "involved the perfection of special heating equipment, press improvements, and new printing techniques before it was ready for release to the commercial field." It is illustrative of the necessity of co-ordinated chemical and mechanical operations to develop new techniques. IPI now has numerous new projects "in various stages of development but they must all go through the same proving ground as Vaporin before making their debut," so IPI stated.

New Items in Paper Industry

In the paper industry, new developments in printing papers have been retarded because of war-time shortage of pulp for normal paper uses. Now that supply and demand are becoming more equal, and prospects point to a change from sellers' to buyers' markets, more attention will be paid to development of newer papers. The researchers in the printing paper field demonstrated their inventive genius during the war by producing moisture-proof papers for maps which would be unaffected in the arctic or tropics.

The paper manufacturers, now supplying standard sizes and finishes of printing papers, have as yet had little time to schedule production of new items which their technical men have already developed. But such items are beginning to trickle through into the industry, as is evidenced by the announcement by the Strathmore Paper Company

of its new "Double Deckle" paper which makes it possible to obtain three-color effects with one color of printing ink.

Linton Brothers & Company, of Fitchburg, Massachusetts, has developed a new papermaking machine on which it is proposed to manufacture most of its printing bristols, the size of which has been changed from 22½ by 28½ inches to 22½ by 35. Among paper converters, the Dennison Manufacturing Company has recently announced a heat-seal gummed printing paper designed for automatic or hand-labeling of moisture-proof cellophane packages. Another paper converter, the Doebckmun Company, Cleveland, has developed what it calls Doplex-Brilliant, a label and box paper which "defies dirt."

In the printing press field, all of the manufacturers are working at top speed to fill accumulated orders with the result that new items in many cases are not yet beyond the drawing board stages. It is believed that the Miehle Printing Press and Manufacturing Company has been working on its rotary letterpress which will incorporate many of the principles of its new streamlined offset presses. Engineers of the company have indicated in various craftsmen's meetings that such a press was being developed and its appearance in pressrooms will be a matter of future production schedules following final approval by its management.

Printing Press Production

Harris-Seybold Company has just announced a series of new offset presses—in single-, two-color, and four-color—which have new features and produce more than 6,000 impressions an hour.

Miller Printing Machinery Company reports "production facilities are taxed to the limit in reducing the backlog of orders for Miller automatics," to the exclusion of new products which require development from the drawing-board stage.

Manufacturers of large newspaper units such as the Goss Printing Press Company, of Chicago, and R. Hoe & Company, have developed

ways to increase speed of operation and quality of performance. Many of the installations are "tailored" to suit the special needs of each buyer. The Goss concern calls its "Headliner Newspaper Press" the "press of the future" with its "streamlined, fully enclosed units, preloaded bearings on the plate and impression cylinders; folding and cutting cylinders and unit drive shafts, precision ball-bearings," as well as numerous other features.

In the rotogravure field, Champlain Company has developed printing machines that have entered into "many fields of specialized and general printing" during the past two years. Rotogravure, aniline, and rotary-letterpress units have been made available "so that all types of printing, with the exception of offset, can be utilized." The outstanding equipment produced and developed by the firm recently "is the 'Inline' machine for the printing, fabricating, and stripping of folding cartons." Four different sizes of the machine are available.

Stoessel Machine Manufacturing Company, New York City, mentions among its new products a proof press for gravure printing; roto-gravure presses, single and multi-color web, specially designed, built in various sizes; sheet-fed gravure presses of various sizes; gravure transfer or laydown machines, built to the printer's special requirements; and Stoessel sheet-cutters which are designed to synchronize with the speed of the press. The company said that "since plates and cylinders are obtainable from more experienced sources, the gravure printer can concentrate upon production and not be concerned with the installation of a platemaking and photocomposing department."

New Specialty Presses

Aniline printing presses, designed for operation in conjunction with bag machines, envelope machines, or other units where paper is taken from the parent roll, printed, and converted into a finished or semi-finished product at a single operation, have been developed by Hudson Sharp Machine Company, of Green Bay, Wisconsin. Various models of the machines are built to provide facilities for one to four colors, or individual color units may be added to the presses after original delivery. The company states that as a pioneer producer of aniline printing equipment its new designs "offer machines that are not only practical but equipped to meet all of the ad-

vantages provided in better inks and printing plates."

Manufacture of proof presses of the precision type for letterpress work required Vandercook and Sons, Incorporated, to plan a new \$2,000,000 factory in Chicago to provide for increased demand and for offset operation. In response to request for material to be included in this presentation of the Clinic-in-Print the company said its new offset proof press will be announced within a few weeks. The new high-speed precision block leveler, soon to be put into production by the firm, will accommodate plates up to 12 by 18 inches in size, and plane not only wood, but aluminum, magnesium, and plastics as well. The largest machine made by the company is the four-color high-speed proof press "designed to duplicate the wet printing process of four-color production presses as well as to speed up the proving of four-color plates."

Backlogs Being Eliminated

The Challenge Machinery Company, Grand Haven, Michigan, has announced a new series of proof presses to provide better service for customers in whose plants "proofing is the bottleneck, particularly where the short-run jobs are demanded." These machines will be on the market late in July. The company also stated that reduction in lockup cost and improvement in quality of printing were results of use of its Hi-Speed quoin. The firm said that "backlogs are being eliminated" and that prompt delivery is now assured with more to come, "depending upon sheet steel production."

Firms that manufacture bindery equipment which responded to the Clinic-in-Print questionnaire included E. P. Lawson Company, New York City, which has recently introduced and is now delivering the new Lawson 46- and 52-inch paper cutters, featuring use of a hydraulic mechanism. With hydraulic clamping, adjustment on pressure is made quickly and easily. A "tip-toe" hydraulic treadle is also standard equipment with the new cutters which also have magnified tape, flood-lighting across the entire front area, the closed knife-bar-slot which prevents jamming of work in the knife-bar opening, a two-hand operating device, and other features. Another item being manufactured by the Lawson firm "on an accelerated program to catch up with the backlog of orders," is the Lawson drill slotter which does both round-hole and slot-hole work.

F. P. Rosback Company, Benton Harbor, Michigan, has recently announced the new Rosback "Twenty-two" Perforator to meet the requirements of smaller printing plants and to give them advantages of rotary perforating at a price within their reach. The second development of the firm has been in connection with the redesign of Rosback gang stitchers in which are incorporated the best features of the two previous models. This single design is provided in two sizes.

Cutting of 300,000 labels an hour is possible with the die-cutting machine announced recently by the Printing Machinery Company, Cincinnati. Lee Augustine of that company said that for a number of years most of the fancy-shaped labels were die-cut with the conventional up-and-down type of die-press and that cutting 30,000 such labels an hour was considered good production. He also said that the PMC die-cutting machine is semi-automatic and cuts labels in stacks up to 1¾-inch high. After square-cutting, the stacks of labels are registered against a front and side-guide and the machine then die-cuts the labels just as accurately as they had been square-cut. The machine may also be used for three-way trimming and round-cornering of small books and pamphlets in one operation. Another prewar product of the company is the Flinker fountain divider.

Typesetting without Type

During the present disturbed condition in our industry, more than the normal amount of interest has been manifested by printers and publishers in emergency methods of producing reading matter without the use of movable type. While these emergency methods probably will not be continued after labor controversies are settled, the effect has been to encourage more and more research work to ascertain if there is a method whereby typesetting can be done more economically.

While several groups are now investigating and experimenting with new typesetting techniques, no substitute methods have as yet been developed to provide printers with the flexibility and artistry of hand- and machine-composition. The composing room, modernized and operated by skilled craftsmen in accordance with high standards, is not in danger of losing its usefulness for a long time to come. But the strike-bound Chicago newspapers and others have demonstrated that in an emergency, daily newspapers can publish their

various editions without composing rooms, provided photoengravers, stereotypers, and press employees continue to do their work.

The Type-O-Writer Keyboard, an attachment for a Linotype or Intertype machine which was recently announced by the Kellogg Switchboard and Supply Company, Chicago, weighs 25½ pounds. The Keyboard has standardized typewriter arrangement of its forty-four keys (plus em quad, en quad, space-bar, and thin space) electrically attached to ninety plungers mounted vertically to fit exactly over the ninety keys of any standard composing machine. As a typist operates the keyboard, the keys automatically operate the composing machine. How extensively this device will affect the operation of composing machines where regular machine compositors are not available is to be determined. The manufacturer reports having received numerous orders as evidence of the acceptance of the device by printers and publishers.

Linotype Parts Company, South Hackensack, New Jersey, says that since the advent of automatic spacing devices—"quadders"—on the Linotype and Intertype machines several years ago, there has been a "crying need" for an automatic spacer. In consequence, the firm has developed what it calls "The Star Three-Way Centering Attachment" to be ready for the market in four to six months. This device is placed on the machine "away from the squirt area," so that "no accidental splash of metal in the front of the casting mechanism can affect the attachment." Installation is made on the

left side of the machine, replacing the vise jaw adjusting mechanism. It requires no major alteration of the machine to affix the attachment; can be removed at any time and old parts replaced without apparent change in the machine's appearance.

Seek to Lower Costs

Another device for typesetting machines is announced by the Dixie Type and Supply Company, Birmingham, Alabama, in the form of a new type mold made from a fine grain steel with extra fine ground surface which will make "perfect," easily ejected slugs. The device is said to be dependable "because it will not warp and can be rebuilt a number of times." In answer to the question: "What are the biggest problems that you and other manufacturers must overcome?" the answer was: "Costs must be reduced to allow volume production."

H. B. Rouse and Company, Chicago, answered the Clinic-in-Print questionnaire by saying that its most important recent development has been power-mitering machines, one to handle the work in smaller job shops, and another for larger plants. This power-mitering equipment line is being expanded, and research work is being conducted with this idea in view. In answering the question concerning the future, the firm expressed the hope "that all elements of the printing industry, including management and labor, may work in accord toward full production with fewer work stoppages." As a manufacturer, the firm accepts the challenge to produce new and better tools for the printer so that he can

produce "at capacity at figures his customer can afford to pay."

Triumph Equipment Engineers are working on a floor model trimmer-saw which shall be "quickly operated, saving time, and economical in price." In commenting about trends, the firm said that "everything in the industry seems to be toward producing more accurate, dependable equipment, to work faster in order to offset higher costs."

Craftsmen Line-up Table Corporation, Waltham, Massachusetts, reported that numerous changes are being made in its equipment, consisting of interchangeable parts and other improvements designed to increase speed and accuracy. Since these are not complete, details will be announced later.

The Bauer Type Foundry, Incorporated, New York City, is trying to resume importations of type from overseas but is encountering more delays than expected. It is the plan of the management to replenish its standard stock, but manufacturing operations in the former war zones of Europe have been hampered, although new type designs have been produced by the type founders.

Improved alloying of type metal for use in machine composition is reported by the Metals Refining Company, Hammond, Indiana. Its "Glidden Type Metal will improve type faces and printability, besides lowering costs in casting operations." The firm is continuing research activities in conjunction with other researchers who are devoting themselves to improvement of paper and inks for the graphic arts.

New type faces are being developed by all of the leading manufacturers of typesetting machines and also by the type founders in the United States.

Silk screen process printing is developing new machines and inks by which four-color halftone reproductions are increasing, and the future looks very promising for the industry, according to a report by Naz-Dar Company, Chicago, manufacturer of the silk screen process colors, equipment, and supplies. Machines are now on the market which will print on any kind of surface. The company has just announced a new ink made to print on all kinds of textiles. In commercial printing operations, this ink will be dried by infra-red lamps, or by baking in ovens, so that the color will be set "to secure the utmost permanency." The printing can be done with any type of silk screen and no special solvents are needed for cleaning the



Contemporary Swedish Printing Design

The catalog cover, book jacket, and magazine cover reproduced in miniature above are typical of the fine design found in the Swedish graphic arts today. Sweden this year plays host to those attending the Sixth International Master Printers' Congress in Stockholm August 1 to 6.



screen after printing. Concerning the new machines by which four-color halftone reproductions are printed "at a tremendous rate of speed and still assure perfect reproduction," the company wrote:

"At the present moment these machines are rather costly, but steady experimenting and research will soon bring the cost down so that more and more processmen will be able to have automatic silk screen presses in their plants."

Continuing, the firm wrote: "In the early days, silk screen printing was connected with a small sign shop. It was looked down upon by national advertisers and only recently, after processmen became convinced that they are part of an important industry, have we been able to forge ahead. We feel that one of the big problems confronting us and other manufacturers of silk screen process inks and equipment is that of education. By educating processmen with the idea that they are selling an important service, they will be able to overcome the threat of cut-throat competition which is one of the evils that has confronted us in the past and may crop up again."

Improvements of Plastics

In answering the question concerning future developments, the firm said that its research work is designed to improve its products and services, and that its wish for the future for the entire printing industry is for stabilization—stabilization of raw materials, prices, and the entire economic structure.

Bakelite Corporation, New York City, has been improving its Bakelite and Vinylite products used by manufacturers of plastic printing plates. The hardness and durability of the printing surface of such plastic plates permit runs of 150,000 to 250,000 impressions which compare favorably with runs obtainable from the average copper electrotype.

Plastic materials are being used for bookbinding by Plastic Binding Corporation, Chicago. The company stated that Vinylite, which is non-shrinking, non-inflammable, and will resist below-freezing temperatures, has made it possible "to improve the original styles of plastic binding as well as to refine several newer styles to the point of producing them in volume in all parts of the country."

Commercial Paste Company, Columbus, Ohio, produces cold process padding cement which is said to be "easily applied, extremely flexible, and most economical."

Humidification control equipment in the printing industry has been developed by the Bahnson Company, Winston-Salem, North Carolina, to the point where even the smaller job printing plants may take advantage of air conditioning. The company states that printers have known for a number of years that changing weather conditions cause many of their troubles. This can be controlled by "eliminating the cause," according to their statement.

Miscellaneous Machines

Ostrander-Seymour Company, of Chicago, has manufactured a new 500-ton hydraulic plastic molding press for electrotypes. The company has also developed stainless steel spray booths and other necessary equipment for silver-spraying the plastic mold.

O. C. Haney Company, Los Angeles, has announced a hydraulic rubber plate and stamp machine which is capable of putting proper pressure on printing forms without injuring the type. The firm expressed the idea that "rubber plate printing is being used more and more as it is the one thing which will help save letterpress printing presses; it prints from rubber, so does offset printing."

Virkotype Corporation, of Racine, Wisconsin, says its newest product is its H-4 engravers' dryer machine, which eliminates racking and extra handling of die-stamping and engraving work. It utilizes infrared heat rays. The company reports a continuous laboratory operation to develop new devices and materials.

Two new items have been developed by the J. E. Doyle Company, Cleveland, one being its improved Doyle vacuum sheet-cleaner that is equipped with new brushes which will remove dirt, lint, and rough edges from all kinds of material, previous to printing. The cleaner is said to be of special value in removing excess dry-spray powder which sometimes has a tendency to fill up halftone screens on the second time through the press. The other new item is automatic controls for the infra-red sheet heater and electric dryer.

In the opinion of Charles C. Doyle, president of the J. E. Doyle Company, the most important recent development in the graphic arts is the offset perfecting press which prints both sides of a sheet simultaneously by utilizing each of the printing cylinders, also by an impression cylinder. He offered the opinion, in answer to the Clinic-in-Print ques-

tionnaire, that "the photo-typesetting machine could be important, too, but this seems to be somewhat in the future whereas the perfecting offset is producing work today."

"The packaging industry," Mr. Doyle said, "has taken advantage of these developments in a big way and specialists in this field have produced some surprisingly beautiful results by all the printing processes. The textile industry has been leaning towards printing processes for decorative effects and their intensive research work in this direction has resulted in establishing techniques in printing procedures which should prove most valuable in the graphic arts. It will be some time before these developments become available on a commercial scale to the average printing plant, but we have been in a fortunate position to observe these advancements and in our opinion the dawn of the day is just approaching for new printing effects of astonishing beauty."

Rubber in Printing

The Goodyear Tire and Rubber Company, Akron, Ohio, has recently developed three new products. The first is a cork blanket which adds to its line of newspaper press blankets. This new blanket is impregnated with a special oil-resisting compound designed to eliminate all swelling due to oil, and is being produced in standard sizes. The second item is a stereotype-mat blanket, the first in its line, and will be used primarily for direct pressure newspaper mats. Tests show longer life and a deeper mat. It is made of rubber and fabric, and its standard size is 26 by 30 inches, one-eighth inch thick. The third new product is the Goodyear blue newspaper printer-roller which will not swell and will retain its original hardness, giving longer service before and between regrinding. The firm has doubled its capacity in the past four months to manufacture rubber to meet current demands of the printing industry and the company's technical staff is devoting particular attention to the use of rubber in modern printing. Goodyear issues a booklet titled "Primer on Rubber for the Printer."

Davidson Manufacturing Company, Chicago, builds offset duplicating machines which are designed for use in offices but which are being used in commercial shops. The machine will handle paper stock from light airmail weight to cardboard, and prints copy produced from an image placed on either a lithographic metal or paper master plate.



JOHN R. DONOHUE
First District



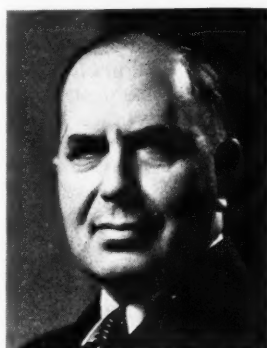
NORMAN CLEMENT
Third District



C. R. McCLURE
Fourth District



O. G. FRICKE
Fifth District



DeWITT A. PATTERSON
Foreign Representative



JOHN L. REAY
Representative-at-Large



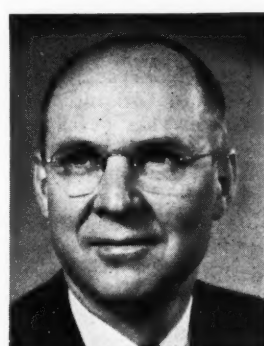
IVER PETERSON
Fourteenth District



HERBERT THRELFALL
Thirteenth District



H. F. EDMONDS
Twelfth District



RUDOLPH ERNST
Tenth District

DISTRICT REPRESENTATIVES

THE INTERNATIONAL ASSOCIATION
OF PRINTING HOUSE CRAFTSMEN

In the early 1920's it was wise of the International officers to appoint a district representative in the various parts of the country where clubs had been organized. His purpose was to contact the clubs in his district, to spread the Craftsmen's slogan in a practical way.

The district representative's duties were broad. The dissemination of information led to the exchange of ideas between members of the various clubs, and was responsible for the growth of the International. The district representative presented the voice and the sentiments of the International president.

When a city did not have a club, the representative made an effort to contact a wide-awake printer who would work on gathering executives to form one. They may be given credit for formation of many clubs.

At the Philadelphia convention in 1926, John Deviny was elected to the presidency of the International. He favored the idea of a representative-at-large. Shortly thereafter I was chosen to act in that capacity.

To see how far this idea has gone, you need only to look at the roster to see that we now have a foreign representative, and a very good one. This goes for my successors, too.

The representative-at-large, as well as the district representatives, attend the Board meetings preceding the convention. They have a bagful of information to assist the Board in its deliberations, particularly where some district needs special help.

District representatives assist in planning programs for clubs desiring them. The representative finds speakers, encourages local talent to make addresses, and shows how quiz programs are handled, with questions of interest to members of the various trades. Problems of local clubs—big or small—become his.

As to my experience as first representative-at-large, it has been a glorious feeling to know Craftsmanship, and to be among a group of men without personal motive, who seek to benefit brother craftsmen.

District representatives not pictured on this page are Victor Van Audenhove, second district; Robert Pollock, fourth district deputy; Fielding Utz, sixth district; Joe McConaughy, seventh district; and Haywood Hunt, eleventh district.

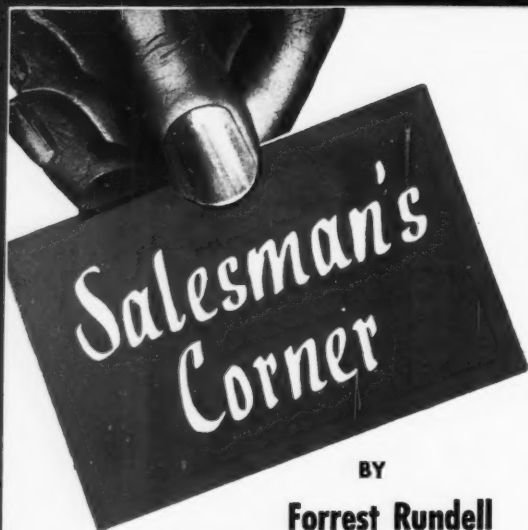
—By George Ortleb



ELMER LEACH
Eighth District



CHARLES B. WEIMER
Ninth District



BY
Forrest Rundell

● HERE IS a question that is bothering some of our new ex-GI salesmen. They have been plugging a lot of buyers who, they think, have use for the printing they sell. Some of those buyers have promised to call them up and give them a chance to figure "the next time something comes up." Nothing seems to come up; at least the buyer doesn't call. The salesmen wonder why.

Did the buyer mean what he said, or was he just using the promise to get rid of the salesman?

Well, a man is presumed to be innocent until proved guilty and in the absence of evidence to the contrary it is safer to assume that the buyer meant what he said. This is particularly true if he is representing a large organization. In these days business is done on the basis of a man's word being good. The man who cannot be depended upon to tell the truth does not get far within his own organization. The catch may be that he is waiting for a job to come along which he would be willing to trust to a new salesman representing a printer about whom he knows little.

Many Reasons for Failure

This boils down to the failure of the salesman to do a complete job of selling. For any buyer, changing to a new printer from one who has a good understanding of his requirements is not an easy job. The chances are that his printing buying now goes along smoothly because long experience with his present sources of supply has developed a mutual understanding with his present printers. They do not have to be told every little peculiarity involved in the printing requirements of his company. They already know most of them. Moreover the buyer knows how far he can trust his printers without special supervision.

Changing to another printer means changing from a reasonable certainty to an unknown quantity as

far as the first order is concerned. It means adding to the buyer's worries until the job is delivered. And it means extra work on his part following the job through.

The situation is different when the new printing firm is well known to the buyer and the salesman is evidently a man of long experience. In such a case, if the salesman has offered some obvious advantages for dealing with his firm the buyer does not worry. He is reasonably sure the job will come through without serious difficulties.

Another reason for failure to call may be that the buyer has analyzed the printer's equipment on the basis of the information the salesman has given him and may be waiting for a job to come along which will fit the equipment to advantage.

Furthermore, much buying is seasonal. The buyer may not have called the junior salesman because nothing is coming through except reprints. He may be so far from the promotion department that he does not know what that department plans. Consequently he may have made his promise in good faith without realizing that he would have no new work for many months.

Points Other Than Price

The first of June one of the writer's regular customers told him goodbye, saying "Come in any time you want but I won't be needing any printing until Fall." The buyer in question may be in the middle of just such a lull in activity.

Or it may be that the salesman has not called often enough since securing the buyer's promise. "Out of sight, out of mind" is an old truism and it may be that force of habit plus a chance to forget the junior salesman made the buyer slip up on his promise.

The junior salesman should always remember that if he has done a thorough job of selling the buyer will call him when he has an opportunity to use his services. The catch is that a thorough job of selling consists of much more than merely extracting a promise to call the salesman when something comes up.

In order to do a thorough job of selling, the salesman needs first to convince the buyer that his price is likely to be one he is willing to pay. If the buyer is one of those who *thinks* he buys on price alone he will need to be convinced that there is a good chance that the salesman's price will be lower than other bids.

Second: If the buyer is satisfied with a price which is in line with

one he is paying now he will want to feel that there is every chance that the salesman's price will be in line. But he will also want something else. Even if he is simply anxious to add another satisfactory printer to his list he will want to be sure that the work will come up to the standard he is now getting. But if he wants to better himself the salesman will have to convince him that he will also be likely to get either better quality or better service in addition to a satisfactory price.

Friendship Upsets Rules

Of course, we do have one phenomenon in selling which seems to upset all rules. That is friendship. It sometimes happens that after a salesman has been calling a long time a buyer will take such a fancy to him that he will want to give him an order. This doesn't happen too often but when it does the salesman need not worry about getting a call from the P.A. He will get it in time and it is likely to be an inquiry on which he can get an order.

One of the most important reasons the junior salesman does not get called in was pointed out by the advertising manager of one of our top technical publications recently. He said, "I have three new salesmen out (selling space). I know they are doing a good job of plugging but

**Average Weekly Earnings
of Printing Workers Tops**

Average weekly earnings of workers in the printing industry exceed by more than \$10.00 the average weekly earnings of workers in all manufacturing industries, according to recently released figures of the Bureau of Labor Statistics.

The earnings figures for the printing industry include earnings of all individuals who are classed as employees, not just the earnings of the skilled mechanical workers.

All manufacturing . . .	\$51.31
Printing	62.38
Automobile	61.70
Rubber	57.95
Iron and steel	57.40
Electric machinery . . .	54.29
Paper products	52.90
Textile	43.73

The average earnings of printing industry workers exceed the earnings of the other important national industries shown. Only the earnings of workers in the highly paid automobile industry come close to the earnings of printing workers.

The figures shown are for November, 1947, the latest date for which information is available.

—Graphic Arts Association
of Cincinnati, Incorporated.

they just aren't bringing in the orders. They simply can't put that extra twist in their presentation that makes a man buy."

That "extra twist" is something the new salesman does not acquire at first. Part of it is that indefinable mark of a good salesman that sets him out from the crowd. Ability to inspire confidence is another component. In any event it is something that a buyer senses from experience and it is something the salesman acquires from a long study of his profession. And when it is missing the salesman need not be surprised when he does not make the hoped-for impression on his prospect.

Is Selling Job Complete?

The new salesman can speed up the process of acquiring that "extra twist." Let him make a practice of analyzing every prospect's needs and asking himself the question "Just why should this fellow buy from me?" The essence of selling is (1) finding the fellow who would be better off with your product than without, and (2) showing him how he would benefit by buying what you are offering to him.

Suppose you have found someone who is somewhat interested in your proposition. Can you nail down your sale by finding out just what he needs that he is not getting now, and showing him how you can fill that long-felt want? Figure out how much extra work he will let himself in for if he changes to you. Remember that your competitor who now gets his work probably has a lot of type standing. Remember also that the competitor knows from experience what the prospect wants. Then see if your proposition is good enough to justify a buyer's changing to you. If you can find an affirmative answer to that one and can convince him, you will not wait in vain for that telephone call.

In short, even though you have progressed to the point where you have secured the buyer's promise to call you when anything breaks, you have not completed your selling job until the promise is performed and you are actually called. Even then your task is not complete until the order is secured, delivered, and billed to your mutual satisfaction.

And while you are growling because the blankety-blank so-and-so has not called you as he promised, get down your mirror and look the image you see there straight in the eye. Chances are you will get a good look at the person who is responsible for a buyer's failure to phone you.



Group of men pictured above attended recent meeting in Chicago of the research committee of the Lithographic Technical Foundation



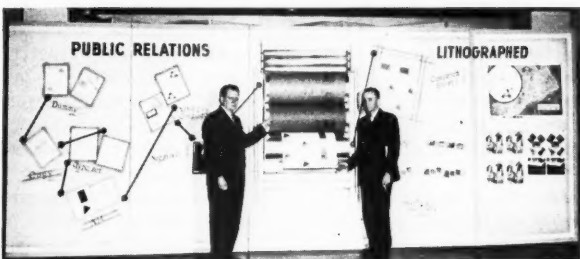
G. Loder shows watch and scroll from workers of National Process Company



North Side Printers of Chicago pictured at ATF headquarters in Elizabeth, New Jersey, during club's eastern tour of manufacturers



In Seattle: Judge Frank Gates (right) presents club emblem to Mike Hynes



A. G. Gordon and Herman Halpern discussed and demonstrated offset at meeting of buyers of printing in Winston-Salem, North Carolina



Harold Heinrich embarking on plane for European business trip last month

People



Left: Charles A. Harless has been elected a vice-president of R. Hoe and Company



Right: Ren R. Perry presided at Chicago showing of two-color Harris offset press



Left: Jerome Kir has joined the eastern sales staff of Brown Bridge Mills, Troy,

Left: Darwyn C. Jackson, manager of printing machinery division of the Western Newspaper Union



Left: William Arens, Cincinnati representative of the Printing Machinery Company



Left: George Vonderahe, new distribution manager of the Maqua Company



Right: Frederick H. Rudolph, Jr., vice-president of Photogravure & Color Co.



Visual Planning Board Proves Excellent Investment in Medium-Sized Plant

By F. W. REILLY

Krisson Printing Ltd., London

● WE ARE a firm of forty-five employees. It took us some time to learn that we could have used a planning board years ago and that its function need not be restricted to the larger firms.

Now that we have our board, our works manager is free to pursue more important duties. Previously, he had been expected to receive and distribute numerous job operations over several departments and know the exact location of them at any given moment. At his best, he only touched the fringe of planning for maximum production. It is only now that we are realizing how many opportunities we missed in the past. In those days, each departmental foreman shuffled and reshuffled his pile of job dockets. He planned his work without relationship to the needs of the other departments. He could do little else.

Office men nursed their own jobs and made their own diary entries to check progress of jobs. No one person knew the progress of all the jobs in hand and all faith was pinned to

the specified delivery date on the docket. By scrambling and haphazard planning we managed to meet most of our dates. This, despite machines going twice into the same color in one day and messengers hopping to and fro over the same route almost hourly.

Too often, planning boards are installed merely to make some executive look important. As time goes on, they quickly become ornamental and historical monsters that only help someone keep out of touch with the business.

From the outset, we decided that our board must be more than a card-shuffling device. It had to be the marshaling yard for all job activities and present accurate, up-to-date information with the minimum of both fuss and time.

We listed all the information we might expect to get from such a board and then set out to ensure its accomplishment. We are able to extract all this information from our board and it should be compared with the possibilities of a works

manager attempting to get the same number of answers by the rule-of-thumb technique:

1. To indicate the total load in man hours and the nature of the work that is being handled by all departments.
2. To show the anticipated load of work coming to each department.
3. From the totals of these first two, to determine whether or not our sales department should secure more work.
4. To enable planning ahead by the slowing down or speeding up of certain operations which might be suitable for grouping.
5. To schedule rush jobs in advance of current production so that no one department is taken by surprise or given a time allowance that is unfair.

Work-Flow Picture Accurate

6. To be able to ascertain the position of any job in the firm and to know how much work has been performed on the job.

7. To construct work schedules from the time values given for each operation.

8. To plan each operative's day by reference to the available work tickets.

9. To be able to decide the best labor distribution for each department and to explore the possibilities of rearranging operators so as to give maximum help in the busiest departments.

10. To know whether overtime or short time is needed.

11. To instantly know the reason for a hold-up or delay on a job without the need for a consultation.

12. To plan daily deliveries of finished work according to schedule and not chance.

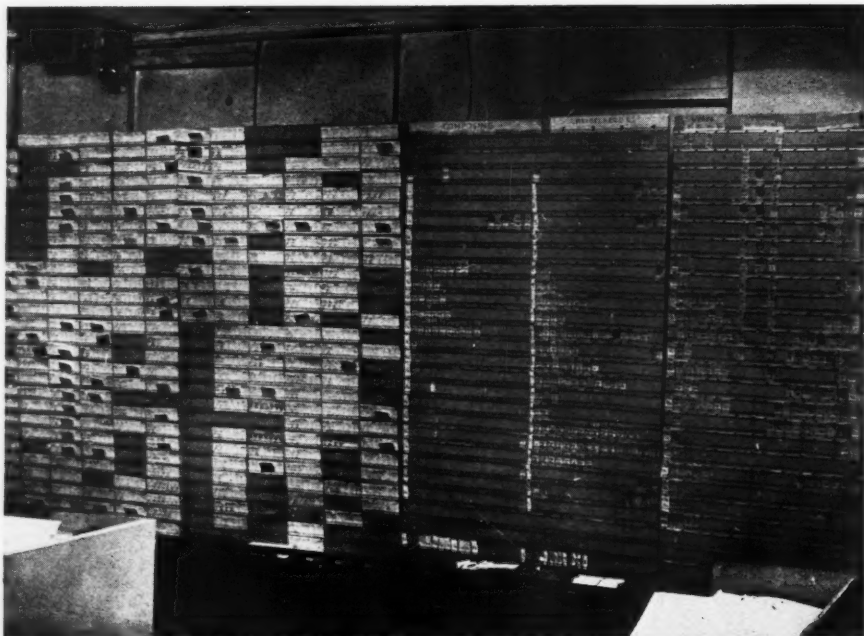
13. To render the planning of each department's work-flow an automatic process not dependent upon a foreman's skill.

14. To abolish docket shuffling and mental effort encountered in planning the day's work.

15. To release foremen from constructing work schedules so that they are free to pursue the more important duties of training and of supervising.

16. To provide an up-to-date picture of the work-flow so that in the absence of the senior planner a deputy can immediately take over without difficulty or query.

Excellent results have been obtained through the use of this planning board worked out by Krisson Printing, Limited, of London, a firm which employs forty-five persons. Details of how board is used are in this article.



Stationery Required to Operate the Visual Planning Board

NORBURY 5000 2 color folded letterheads FR816

DUE OPERA	M6 Comp	M10 H P	M12 H P	M14 FOLD	M16 Deliver		
VALUE	3 1/2	5000	5000	5000	5000		
	BLK	GREEN			hld		

1

	NOR FR816	NOR FR816	NOR FR816	NOR FR816	NOR FR816		
DUE OPERA	M6 COMP	M10 H P	M12 H P	M14 FOLD	M16 Deliver		
VALUE	3 1/2	5000	5000	5000	5000		
	BLK	GREEN			hld		

2

	M6 COMP	M10 H P	M12 H P	M14 FOLD	M16 DRIVER		
DUE OPERA	Y				KINGSWAY		
VALUE	3 1/2	5000	5000	5000	5000		
	BLK	GREEN			LTds		

3

ON PROOF

HELD UP

CORRECTIONS

READING

4

5

6

7

Master ticket is Number 1 above. It is placed alphabetically with other master tickets on the planning board. Number 2 shows sub ticket, which is placed in the respective operations column. The sub ticket is exact copy of master ticket, except that it carries the order number. Number 3 is the docket slip to travel with the work docket. Code: M6, May 6; Y, yes, proof required; 3 1/2, 3 1/2 hours to complete; HP, Heidelberg platen. Four, five, six, and seven are printed cards placed over master ticket during any of the operations listed on them. Where further details are necessary, a hand-written ticket is posted on the master. Ink colors are marked in with crayon

17. To educate customers into allowing reasonable delivery dates by demonstrating how the board works.

18. To immediately tie-up the delivery or arrival of outwork, or paper being ordered, with the job for which it is intended.

Having a fair idea of the possibilities such a board could offer, we made a survey of a month's work to find the number of basic operations involved in each and every job. What we found enabled us to determine the size of the work tickets to be used on the board. We were limited by the amount of wall space that was available.

We use five boards, each 36 by 24 inches arranged in line. It would have been possible to have contained this information on a revolving stand but we were keen to have

everything to view and immediately accessible for postings.

The making of the boards presented little difficulty. We used old laying-out trays and nailed strips of .030 cellophane on to them. Between the cellophane and the board we placed thinner strips of card to act as spacers and thereby permit entry of the tickets.

The preparatory work, prior to the switchover, was to increase our inside messenger service so as to give half-hourly connections with Planning and to explain to our foremen that instead of dockets being spread throughout the firm (irrespective of whether or not work was being performed on them) it would now be necessary to return each docket to Planning when an operation was completed.

In this respect, the returning of the docket, the old system enjoyed an advantage; but that was about the only one. It would have been possible for the docket to be retained with the work pile and in its place have the foreman send another slip or batch card to Planning. But we wanted no more printed forms and no delay. The simplicity of placing a diagonal line through the docket slip and then sending the docket to Planning for re-issue appealed to us. Only when work was being actually performed on a job do we consider that the docket should be located at the work spot. At all other times it is located at Planning.

Clearly, the system was less flexible than the old one, in that it did not permit individuals to plan only for their own needs. Instead, and rightly so for maximum factory production, they had to fit into the total picture; in short, plans could only be made through the Planning department.

Outline of the System

The only printed stationery required to operate the system is the triplicate *Job Pad* and a small collection of *Marker Tickets* as shown in the illustration.

The moment the office forwards a docket to the Planning department the necessary job operations are listed on the job pad.

Sheet one of the job pad is known as the *Master Ticket* and all entries made on this sheet are spot carbon copied onto the other sheets with the exception of the headline which does not come through onto sheets two and three.

The master ticket is placed in alphabetical sequence with all other master tickets on the board (see illustration).

Sheet two of the job pad holds the *Sub Tickets*. All that was written on the master ticket is carried on the sub ticket with the exception of the headline. In this space is entered, according to the number of sub tickets in use, the job number.

The sub tickets are then torn to size and placed in their respective columns according to their operation. If the operation carries a date, as most often it does, then its horizontal placing is cared for by the fact that the board is arranged so as to give a line for each day of the month. This is an important feature of the system for it enables most sub tickets to be pin-pointed for quick posting. Close examination of the illustration on the right center board

will show that Composing and Heidelberg sub tickets are lined to the left where there is a ticket with a number representing the day of the month. The top two lines are reserved for placing of sub tickets when in actual production. The bottom two lines are for undated sub tickets.

Sheet three of the job pad is known as the *Docket Slip* and is an exact copy of the master ticket with the exception that it does not carry a headline description.

The docket slip is gummed on to the work docket and as each department completes an operation, the initials of the worker are put in the allowed space. At the same time, a diagonal cancellation shows that the operation has been performed. When this docket goes back to Planning, the cancellation automatically tells the planning department that the relevant sub ticket on the planning board may now be destroyed. At the same time, a diagonal is placed on the corresponding master ticket.

It will be seen that if this system is maintained, a glance at the master card will always show the stage a job has reached. It is not necessary to find the sub tickets to arrive at this information. The sub tickets are to aid works Planning.

Crayon Denotes Ink Colors

When a docket is returned to Planning and the necessary moves have been made on the board, the docket is filed and forgotten. Its subsequent appearance will come with reference to the sub tickets.

We have not used colored tickets on the board because we chose to keep the job pad simple in design and utility. The fact that hardly any two lists of operations are identical precludes using colored sub tickets for different colored inks. Instead, the planning clerk colors the foot of a sub ticket in crayon when he is denoting the ink."

When the day's work is being posted for machines, an eye is kept for colored tickets belonging to the same group. It often happens that we are printing an unusual color and find that a job due some days later can be hastened forward so as to entail but one wash-up.

The placing of the red dot is an important feature of the board. The fact that five operations have been performed does not necessarily mean that the sixth can automatically follow. Thus, if the machine room work is being planned from a batch of posted sub tickets there

would be nothing to show whether they could be moved up into production unless reference be made to the master ticket to see how many diagonal erasures have been made. Such reference would slow the system down.

So the planning clerk not only places a diagonal on the master ticket together with destroying the relevant sub ticket, he also reaches out to the next sub ticket and puts a red dot on it as shown on Number 2.

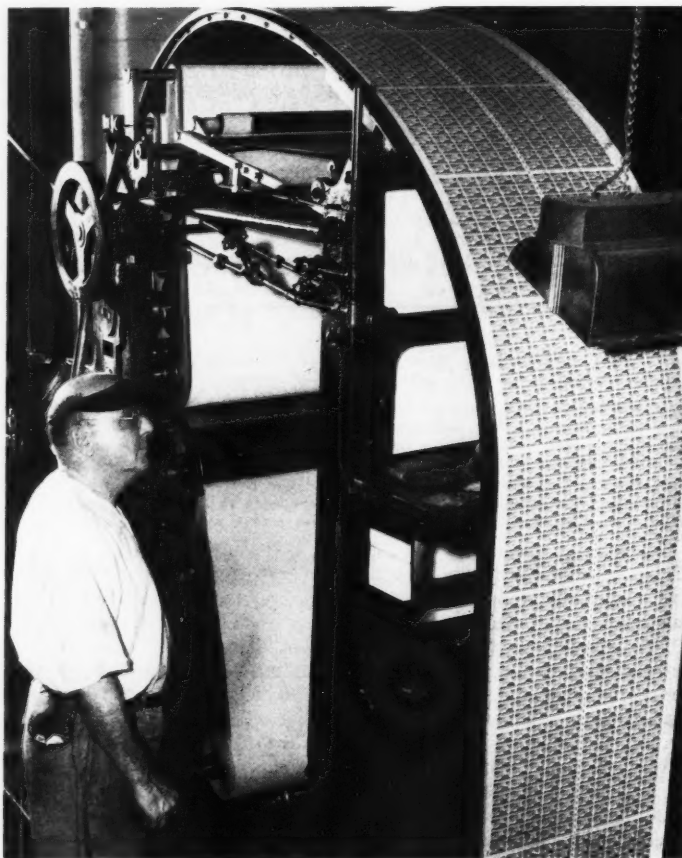
Our board does not give a time scale showing machine loads. It is necessary to total the hours on each sub ticket. We find that this totaling is seldom needed as we work to daily schedules and soon learn if we are falling behind.

When proofs are sent to a customer, a marker card "On Proof" is

placed over the Master Ticket. Other marker cards cover "Held up," "Corrections," and "Proofreading." Of course, each of these operations could be treated in the same way as a sub ticket. But since the operations are of a short nature, and do not concern works planning, the marker card is to be preferred.

We time-studied our planning clerk and found that the total time chargeable to the planning board was in the region of two and three-quarters minutes per job. We need hardly stress that the planning clerk must have a sound knowledge of operations procedure and be able to immediately break down docket instructions into work schedules.

The more we use our planning board, the more certain we are that its installation was worthwhile.



Special Rotary Press Prints Postage Stamps

Edward H. Schmidt, foreman at the United States Bureau of Engraving and Printing, examines the first run of a new stamp issue coming off the press. This rotary press was especially designed a number of years ago for printing stamps, and it does many operations at once. Despite special equipment and utmost care, errors that are dear to the hearts of stamp collectors occasionally will get through without detection. (Acme photograph.)



THE

PRESSROOM

BY EUGENE ST. JOHN

Questions on pressroom problems will also be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential if you so desire and declare

MAKEREADY BOOTH

We are in the process of remodeling our plant and would like to know if you have any blueprints or plans on how to set up a makeready booth. In the March issue Walter Greenwood has an article and sketches for lighting up a bank. Is it possible to get a more complete specification on how to build it?

Probably with Mr. Greenwood's article and the assistance of your local lighting consultants and engineers you can arrive at complete specifications. However, it is possible to buy a standard makeready bank.

HOT CARBONIZING

We are told that you recently printed an article about a device that is used for holding carbonizing ink against the fountain and heating it at the same time. Please advise us concerning this.

You have been misinformed. A heated fountain alone is not a solution of the problem. However, you may have this work done by a firm which services the trade by carbonizing either the blank or printed sheet as may be preferable; by both printing and carbonizing paper supplied by the printer; and by supplying paper and also carbonizing and in addition printing it, if requested. A machine for this is available.

SMEAR-FREE WEB WANTED

We are very eager to get the web quite smear-free through the press and are therefore following all the new developments in the ink field. Because of the regulations of our fire-office we will get into severe difficulties should we try to use certain types of heat drying systems for ink. Therefore our interest is now centered on moisture- or steam-set ink. The new "pressure" ink of Goodyear also interests us. But, so we are told, this ink unfortunately cannot be used on rubber rollers. We should like to know how this ink works on rotary presses.

You can watch the development in the use of the first named type of ink in certain Sunday newspapers which reach Oslo. The second type of ink dries rapidly on all papers.

VACUUM SHEET CLEANERS

When gravure was first practiced in pressrooms which had previously been engaged in letterpress printing of high grade, it was noticed that the gravure paper carried considerable dirt, so a letterpressman invented a vacuum sheet cleaner to clean the sheets on the gravure press prior to the impression. The vacuum sheet cleaner has since found wide usage on all kinds of presses used in all the printing processes, both sheet and roll feed, and also in paper mills.

The sheet cleaner is easily and quickly installed, after which it requires no attention other than emptying the dirt container, and the cleaner will last the life of the press. The sheet cleaner insures better presswork through cleaner impressions. It soon pays for itself in saving press stops for washing form and saving ink by keeping the fountain free from dirt.

ANSWERS

IT'S A QUIZ

Here are the answers to the quiz on page 84. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. False. They are transparent.
2. a-4; b-5; c-1; d-2; e-3.
3. False. Light colors are hard to see; the key plate should be black or dark.
4. True. Even from a rough sketch an engraver can hand-rule all line work on a wax-coated plate.
5. True. Lock-up time is eliminated when step-and-repeat machines are used for platemaking.
6. c-200.
7. A line engraving; copper for very fine-lined work; zinc where not so fine.
8. d or 89.

FAMOUS HAND PRESSES

The Dallas Graphic Arts Association is preparing an exhibit for the State Fair of Texas in October. As a feature of this we hope to display an old Franklin press now in the possession of the Dallas Historical Museum. This press would be shown in operation, possibly printing its own history on one side of a sheet in contrast to modern equipment and production on the back side of this souvenir. But at this writing we have been unable to find out the approximate age of the press, and its antecedents. Very likely you can help us on this point; and if you can, it will be greatly appreciated. Foundry stampings on the press framework indicate that it was cast by the Cincinnati Type Foundry and Printers Warehouse, and a brass plate fastened on the framework gives the name of Franklin Type Foundry and Printers Warehouse. Bed size of the press is approximately 28 by 40 inches and we are told that it is known as a Washington hand press. It is our guess that the press is about ninety years old, and we know that it has been in use for many years by different Texas newspapers. No doubt you can tell us if either of the above named manufacturers is still in business; or if not, who the manufacturers might be, in order that we can write them. You may also have some data in your own files which would be helpful to us in establishing the approximate date of manufacture.

From the number of inquiries recently received it appears that there is a revival of interest in the famous hand presses of the nineteenth century, simple as they were, but embodying the principle which is basic in the up-to-date high-speed presses.

The first printing press of record was used and probably originated by Gutenberg around 1450 and was of the bed and platen type. Another type of press, commonly accepted as more recent, the flatbed and cylinder type, may have preceded the platen press in use. The printers of copperplate engravings in the fifteenth century got their impressions from plates carried on a flat bed traveling beneath a cylinder. These presses,

like Gutenberg's, were crude and inked by hand. Many of the improvements of today were suggested by these first cylinder presses.

Gutenberg's first platen press was of wood. The bed was secured to upright timbers on the upper part of which a cross member was fixed. A wooden screw passed through a tapped hole in this cross piece. When the screw was turned with a lever it forced the platen down on the sheet of damp paper previously laid on the form after it had been inked by hand with a round pad called a ball, fitted with a handle like a muller, made of skin and stuffed with wool or other soft material.

An improvement came from a Dutchman, Blaew, about 1620, who introduced a movable bed and an improved screw motion for applying the impression. The spindle of the screw passed through a square block guided in a wooden frame. From this block the platen was suspended. The block was prevented from twisting in the platen and a more equal motion of the screw obtained.

In 1798 a step in advance was made when the Earl of Stanhope had the first cast-iron framed press made. He added a system of levers to the screw method of impression. In 1816 George Clymer of Philadelphia brought out an iron machine without an impression screw but in its place a combination of levers capable of giving greater pressure than any preceding platen press, a motion similar to that used on some paper-cutting machines to lower the knife. Clymer's press was introduced into England where it was improved and made by various firms. Next Peter Smith, of R. Hoe & Company, planned a still better machine in which the toggle-joint was used to give the impression, a motion later adopted in the Peerless, Golding, and Prouty platen presses. In 1827 Samuel Rust brought out an improvement on the Smith press. While the frame of Rust's press was partly cast iron, the uprights at the sides were hollowed out to allow wrought-iron bars to pass through. These were firmly secured at the top and bottom and increased the strength of the press to a great extent. This patent was improved upon and the result was to become famous as the Washington hand press, which was made in great numbers, first by R. Hoe & Company.

In 1844 the leaders of the Mormon church in Nauvoo, Illinois, received rough treatment from a mob. Two of the Mormon leaders were shot and a Washington hand press of the

"acorn" type which had been used to print their church leaflets was confiscated and thrown into the Mississippi river whence it was salvaged some years later and acquired by the Shniedewend & Lee Company.

The Washington was made by the Cincinnati Type Foundry as well as R. Hoe & Company for many years. Because of the cost of paper the invention of faster printing presses lagged, but in 1844 the manufacture of paper from wood by the mechanical process was invented in Germany. The reduction in the cost of paper most needed for newspapers, the Civil War with its demand for news, and the introduction of the

photo-mechanical processes into the graphic arts spurred the inventors to create cylinder and rotary presses which displaced the Washington in progressive newspaper and commercial print shops.

It became customary for dealers selling the first cylinder presses to these print shops to accept their old Washingtons in trade-in exchange. These Washingtons next had to be reconditioned and resold in a market which was decreasing because of the growing volume of cylinder press production.

Fortunately for dealers the growing field of photoengravers began to demand the Washington as the best

GASOLINE • NAPHTHA • MINERAL SPIRITS • KEROSENE CARBON TETRACHLORIDE • METASILICATE OF SODA

What is Best for "Washing Up"?

THE REMOVAL of ink or grease from the printing surface, or "washing up," is an indispensable operation in the printing industry. There are two distinct types of detergents commonly used, volatile solvents and alkali cleaning agents. A third type known as "wetting agents" has found, so far, only limited use.

Among the solvent type cleaning fluids are gasoline of aviation quality, regular gasoline (lead free), industrial naphtha, mineral spirits (Stoddard solvent), and kerosene. This class is the most generally used except where the inks have dried by oxidation and require more powerful solvents for their removal.

When the type is in galley or page forms, gasoline is efficient, but this solvent has the disadvantage of being very flammable. Cleaning gasoline or "industrial naphtha" has been found more satisfactory for this purpose.

The next best solvents are the high flash naphthas, Stoddard solvent, and kerosene. These solvents are safer at room temperatures than ordinary gasoline, but they are flammable and caution must be observed when they are used near

running electric motors or machinery likely to build up static sparks.

Chlorinated hydrocarbon materials of varying volatilization such as carbon tetrachloride, trichlorethylene, perchlorethylene, are sold under various trade names and are nonflammable. However, these solvents are toxic and have a disagreeable odor.

Alkaline materials such as sodium sesquisilicate, trisodium phosphate, metasilicate of soda, and caustic soda (lye) are dissolved in hot water and used with a brush or in conjunction with washing equipment connected to drains. In general, they cannot be used with wooden lock-up furniture or on press rollers.

Wetting agents belong to a group of materials called surface acting agents, the characteristic of which is their ability to lower surface tension. This property is often very useful for promoting better cleaning action of both water and organic solvents. Grease and oil films frequently can be removed more easily from metal and other surfaces by the use of solvents containing as little as 0.1 per cent of wetting agent.

—W. A. ANDERSON, writing in the National Safety Council "News Letter"

available proof press. As late as 1910 proofers in metropolitan engraving plants were using Washingtons and in some plants they are still in use pending purchase of the modern proof press. With the Washington the plate was proofed unmounted on an iron block for support.

The supply of second-hand Washingtons failed to meet the demand from engravers so in the last decade of the nineteenth century the Shniedewend & Lee Company, Chicago, made the drawings and patterns and did the necessary tooling to make a line of Washingtons of various sizes up to and including machines that would print four pages of six-column newspaper in one impression. The engravers next demanded a Washington with heavier bed and platen for proofing. This big demand was met by the makers and many were sold before the advent of the modern proof press of today.

This last make of Washington is known as the "Reliance" Washington and its manufacture was discontinued shortly after 1900.

From the evidence, it would seem that the Washington in Dallas was made by the Cincinnati Type Foundry, which also built cylinder presses as early as 1863. Among its special presses was a letterpress offset press which was used to print millions of flags before the first lithographic offset press was built around 1906. The main plate in brass of the Franklin Type Foundry might indicate that it reconditioned the press made by the Cincinnati Type Foundry. If you can find the factory number stamped on the press that would be helpful in asking for information from the American Type Founders (the organization of today which resulted from the union of a number of type foundries early in this century, including the Cincinnati and the Franklin). It is possible that the Typographic Museum, Columbia University, originally started for the American Type Founders by Henry L. Bullen, its curator for years, may have some information which would help to establish the age of the Washington hand press in Dallas, around ninety years old and still printing.

OPERATION OF DRY SPRAY

Some pressmen operating presses printing high gloss inks on coated papers have hit on a simple test to determine whether the spray is operating through all the holes: a sheet of black cover paper placed beneath the spray by means of which clogged holes may be located.

OFFSET QUESTION AND ANSWER DEPARTMENT

Send in your queries on any phase of lithography for answer in this department by Charles F. King

SMALL OFFSET PRESSES

Under the subhead **SURFACE ALBUMIN PLATES** on page 55 in the April **INLAND PRINTER** in referring to offset presses you mention a "small office machine type." That is the type of offset press we have been looking for to take care of our very short but very varied runs of mailing matter, but have not been able to locate. Can you tell us about such presses?

I only know of two such presses on the market. One is a lithographic press only. The other press is more versatile in that printing may be done from curved electrotypes, type, rubber plates, or lithographic plates. Type is set in a cylindrical rack rather than locked in a chase, and a simulated typewritten letter can be thus produced.

Both presses will give very good results for the kind of work you mention.

OFFSET OR LETTERPRESS?

We are considering adding an offset department to our plant and would like to have a frank opinion from you. We have had offset in mind for some time, and recent plans for possible publication of a magazine have renewed our thought of installing a Webendorfer of, say 17½ by 22½ size. We now have a job plant operating with a hand-fed Miehle pony, a 12 by 18 hand Gordon, 10 by 15 Kluge-fed Gordon, and a 9 by 12 hand Gordon. Our newspaper is now published semi-weekly on a Goss Comet. We soon are to have delivery of a new Kluge automatic 12 by 18.

Now as an alternative to the offset we could put in a Kelly or other letterpress with automatic feed. But letterpress would mean a 17 by 22 size that would fit bonds but not books, and bonds are no good for two-side work. Heretofore we have dodged long-run stuff and mainly do short runs. There are a few small publications in this part of the country which we might pick up to do on offset, and we could go after the longer run commercials we have been passing up. We have for years made our own halftones for the newspaper, so that department would need but little change to make plates for offset. We have a large plant with plenty of room.

It is supposedly easy to give advice, and I could perhaps dismiss your problem by simply saying, "Off-

set is the process of the future. By all means go into it." Instead I have tried to analyze your problem as well as I can from the information in your letter. Such a remote-control attack on a problem can never be as accurate as an on-the-scene analysis.

Since you make your own halftone plates for your newspaper you have a definite advantage over many of the plants which are at present considering offset. One of the biggest personnel problems is cameramen; and although screen negatives for lithography should be made differently from those for letterpress, the fundamentals of camera operation, screen setting, development, washing, and fixing remain the same.

However, you may want to make some changes in camera equipment. You will undoubtedly want to use finer screens than those you have been using for newspaper work. Some of the best work which is being produced today by offset is shot through a contact rather than a ruled screen. Much more latitude is thus given the operator in compensating for mixed copy, and much of the hand work on negatives is eliminated. In order to use a contact screen a darkroom camera rather than a gallery camera should be used. The large number of shots which must be made per press-hour on short-run work makes the use of a gallery type camera inefficient. However, it can be used until you have become established in the offset field.

With presses operating at 5,000 to 6,000 impressions per hour and only fifteen to forty-five minutes required to change from one job to the next, the number of plates required to keep the press running must necessarily be great. The worst shock that letterpress people generally get when visiting a straight commercial offset plant is the great number of employees doing preparatory work and the small number of presses. It would be safe to say that where runs seldom exceed 25,000 sheets, it takes three to four people pasting up, stripping, opaquing, and making plates to keep the presses supplied

with plates at all times. This is in addition to the number of men who are now required to set type.

Perhaps the production of a high school annual would best illustrate what I mean by the immense amount of preparation time in relation to press time. These editions seldom run over 500 copies and may contain fifty or more pages. They are ideally suited for offset reproduction since all sorts of illustrations can be used, and by offset the more illustrations the customer wishes, the cheaper the job can be reproduced. Figuring that you were to print eight eight-page signatures on your 17½ by 22½ press and that half of the pages were to be produced in two colors, the press time required should be no more than two eight-hour shifts. But the job will require that twenty-four press plates be made. This takes weeks—not days—of preparatory work. This illustration may be extreme but it is representative of one of the fields in which offset lithography has taken a share of the letterpress business.

As nearly as I can figure without knowing exactly how your press work is distributed as to class, the installation of an offset press of the size you mention should almost double your press capacity, disregarding the Goss which I assume you use only for newspaper work. I am a little in doubt about the size press you have selected. For the class of work which you intend to go after with this new equipment you might consider a press of the next larger size. The trend today seems to be to standardize on the 21 by 28 size or multiples thereof unless most of the work is to be letterheads and other work on bond paper.

The worst problem in "going into offset" is always personnel. As you can see from the description of the preparatory work required, you will need more help than you now have making letterpress plates. This help, and a pressman or two, must be trained. If you are willing to take simple jobs and have a high amount of spoilage for the first year or more, you can train these men in your own plant through the literature obtainable from the Lithographic Technical Foundation. Or you can send the men to one of the established schools in the larger printing centers. They could thus be trained prior to the arrival of your equipment and you could expect to make money from an offset department fairly soon.

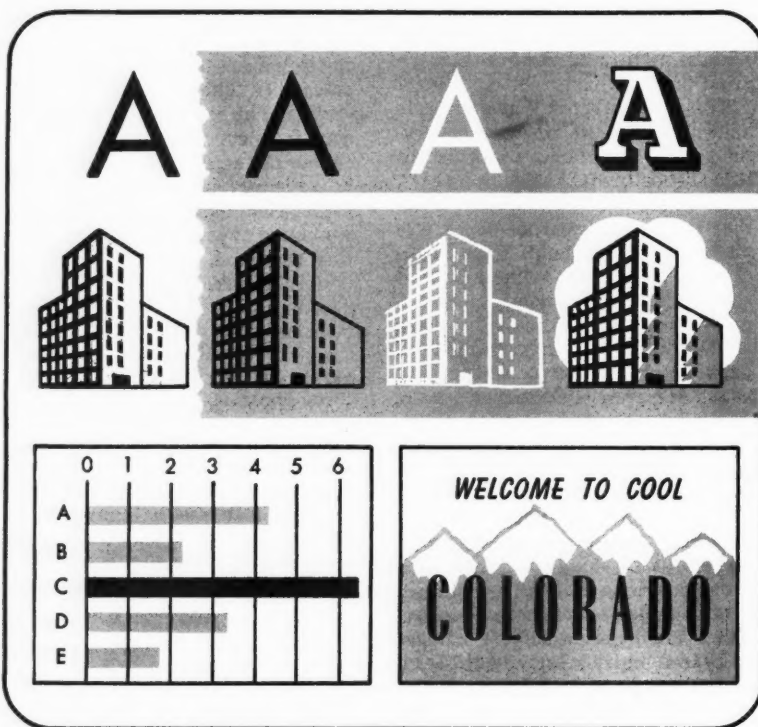
To me, the biggest advantage of offset lithography for small shops such as yours comes from the use

of a rotary press. As long as these shops are dependent upon flatbed equipment they cannot expect to compete in speed and cost. The next greatest advantage comes from the reduction of makeready time. This is in some measure compensated for by increased time required prior to the job reaching the press, but this should not be as expensive as press time. The other advantage lies in the use of unlimited illustrations,

but until some means of setting type photographically comes into general usage, some jobs will be more economical to produce by letterpress.

The big disadvantage is *water*. Its proper manipulation is an art learned only by experience. Training men is expensive but essential. It just takes a few scummy halftones or gray prints to "sour" a customer on lithography. How much water is enough? Only experience can tell.

LET BEN DAY HELP YOU GET SOME INTERESTING "TWO-COLOR" EFFECTS



No one discounts the added value of a second color in a printed piece. But occasionally, for reasons of economy, or because of mechanical limitations, a second impression is impractical. When these occasions arise, let Ben Day help you get some interesting "two-color" effects.

Actually, of course, the job will be printed in one color (probably, though not necessarily, black) in one impression. But the use of Ben Day screen tints, employing one or more of the wide variety of tones available, will give the illusion of a second color.

The top line of the demonstration above illustrates what can be done with type and Ben Day. Simply double printing solid black type on the screened (gray) background produces an effect that is "different." Cutting (using photo-mechanical

means) the letters out of the screened background is another interesting variation. The use of "dimensional" types, with the surface of the latter white, its dimension black, and the background gray (a tint of black) results in an even more striking display.

Line illustrations likewise may be treated with Ben Day to obtain out-of-the-ordinary results. The illustration demonstrates but a few of the possibilities.

Emphasizing certain elements of charts and graphs, at the same time subordinating other parts, is easily accomplished with Ben Day.

Background designs in Ben Day, with the type matter double printed over the screened background, is another of the many possibilities for unusual handling afforded by Ben Day.

★ ★ Second Prize Winning Letter on

Why I Like the Printing Business

By Hjalmar Erickson* Minneapolis, Minnesota



Contest Editor
The Inland Printer

Dear Sir:

I am a hand compositor and there are several reasons why I like it. When I chose my trade I don't believe that I thought much about the reasons I will list, but the longer I work at hand composition, the more important and the more real these facts become to me.

I would put down as the Number 1 reason why I like the printing business the fact that I get a great deal of enjoyment and satisfaction out of creating a beautiful piece of printing. I really enjoy taking typewritten copy, or copy scrawled on a piece of wrapping paper even, and seeing what I can do to transform it into a well-balanced and attractive piece of printing. It is always a challenge to me, and calls forth the utmost skill and knowledge that I possess. It is a "dare" that I like to tangle with.

Thinking along that same line, I like to take a piece of printed matter and try to improve it, making it more attractive and consequently more effective and more useful. I get a kick out of comparing the "before" and "after" appearance of the job. It's real fun to streamline a job and give it that "new look."

Another reason why I like the printing business is that it contains a nice balance between the mental and artistic work of using the imagination, sense of proportion, and beauty on the one hand, and the manual work of actually making it a reality by using one's own hands to bring it into being, on the other hand. The mental and physical exercise is healthful and beneficial.

There is something permanent and lasting about printing, preserving records and perpetuating memories. It is of lasting value, and I like to think that I have a part in it--no matter how humble that part may be.

Sometimes I like to think, too, that my job in the printing business helps to sell goods and services, to increase knowledge, to enjoy life, to instruct, to mold opinions, to make work simpler and more orderly.

I like the printing business because it gives me a good living, is steady work the year round with congenial fellow-workmen and good working conditions.

All in all, the printing business has many good points. I like it.

Very truly yours,

HJALMAR ERICKSON

* Mr. Erickson's career in the printing business began in 1917 when he worked after school and Saturdays on the Parker's Prairie, Minnesota, weekly "Independent." His duties comprised a wide range of activities—according to Mr. Erickson the only reason he didn't milk the publisher's cow was because he didn't have one. Lured by the big town, two years later he was with the Augsburg Publishing House in Minneapolis. Thence to the Seiberlich Press where he remained sixteen years. And finally, in 1935, to his present connection—the Lund Press, Inc. Ambitious to increase his knowledge of the graphic arts, Mr. Erickson for several years attended evening classes at Dunwoody Industrial Institute where he studied hand composition, line-composing machine operation, and layout.



TO LET

A HOUSE TO LET! CAN THIS BE TRUE?

As surely as to-morrow's sun will rise, Industry will catch up with its demands. The day is drawing nearer. Now is the time to advertise - to create good-will - a few pounds wisely spent will pay good dividends. Consult us about that piece of better printing, we are well equipped to serve you now

THE SPOT PRESS LTD.

Craftsmen in Printing and Publicity

THE SPOT

DERBY

TELEPHONE 44752 FOR SERVICE

MAY. 1948

Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

*Typographic
Clinic*

By GLENN J. CHURCH

★ Above is a printer's promotion piece which unquestionably is good advertising, but unfortunately has some obvious typographical shortcomings. The "To Let" sign of course belongs on the house. Placing the calendar immediately below the illustration tends to lead the reader's eye down instead of directly from picture to copy—and thus is lost the impact of the selling message. Too much mixing of modern roman types with sans-serifs (of comparable size) does not produce pleasing results; one family used for the bulk of the typography is better. From the esthetic viewpoint, underlining headings is not the ideal way to gain emphasis; use of a larger, bolder, and/or more legible type is preferable. Unattractive distribution of white space detracts from the appearance of the original piece. In the reset blotter, white space above and below the illustration at one end of the design is balanced by a similar treatment of the calendar at the opposite end.

TO LET



A House to Let!— Can This Be True?

As surely as tomorrow's sun will rise, industry will catch up with its demands. The day is drawing nearer. Now is the time to advertise, to create goodwill. A few pounds wisely spent will pay good dividends. Consult us about that piece of better printing—we are well equipped to serve you now.

The Spot Press, Ltd.

Craftsmen in Printing and Publicity

THE SPOT • DERBY

TELEPHONE 44752 FOR SERVICE

MAY • 1948

S	M	T	W	T	F	S
.	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31

Need Standards for Offset Inks

● **ALTHOUGH** the function of a fountain solution is to keep the non-printing areas of an offset plate in a desensitized condition, too little information is available on how various properties in an ink affect the ability of the fountain solution to function. Or, for that matter, how the various properties of the fountain water affect the ink. The two are interdependent in the same manner as the construction of the engine in your car is related to the gasoline you use. For years automobile manufacturers knew that if the compression ratio of an engine could be stepped up, the efficiency of the motor could be increased, but it remained for Thomas Midgley to discover what adjustment was necessary in gasoline to eliminate the "ping" and make high compression engines practical. "High octane" gasoline has gone a long way since Midgley discovered "Ethyl gasoline," and so have engines.

Always Questionable Factor

The lithographic industry has been "pinging" along too often with water which was not suitable for the ink, and ink which was not suitable for the water. Just as long as the Lithographic Technical Foundation is handicapped in the least from doing research work, the complete story of desensitization, grain, printing properties of paper, and other facts about the process cannot be told. As a result much research work now in progress will be of lesser value to the lithographer, and some of the results are subject to question since there is always this questionable factor—ink.

For example: A statement that a job or even several jobs have been run using cellulose gum in the water fountain mixture with the pH of the solution at 7.0 seems meaningless. Inks can be formulated which will run long editions on metal or on certain papers with nothing but gum

arabic in the fountain water, whereas other inks on the same stock or metal have required an acidity as low as pH 2.8 in order to keep the non-work areas of the plate clean.

Although the chemist has stepped in and discovered new materials which have improved letterpress, offset, and gravure inks, little is known outside the trade itself about ink formulation. Stock inks, which all ink companies carry, are the result of years of experience and improvement from time to time. The fact that they have worked well in a number of shops is all the evidence necessary to consider them good lithographic inks. The fact that they do not always work well in some shops or that a competitor's ink is considered better by some pressmen is deemed natural—just as some people prefer Camels and others Luckies.

Special match-ups are another problem. The ink man must depend on experience again, and although standard colors from one company may differ from those of another, the variation is likely to be still greater in special colors. When you consider that an ink formula may have even as many as twelve or more different materials in it the probability of two inkmakers ever using exactly the same materials in the same proportions is remote. The ink-maker seldom knows what fountain mixture is to be used with the ink, and rarely finds out if there were any changes necessary either in the ink or the fountain water. Thus if no complaint is heard, that formula is filed away as a good one.

Standards—Not Formulas

What is actually needed is some standard method of determining what properties a lithographic ink should have. *These standards would not be formulas.* They would merely be methods of determining the suitability of an ink for the job on which it is to be run. They would in no way

dictate what materials should be used in an ink, though they might describe the means of determining whether certain undesirable materials were present. Certain lead compounds sometimes used as driers in lithographic inks will cause the plate to turn black in the non-work areas. This is a reaction between the lead compound, the fountain water, and the metal of the plate. When this occurs it is impossible to keep the plate from taking ink in these blackened areas. Actual chemical analysis shows that this black substance is lead. The absence of such lead compounds is therefore a requisite for a good lithographic ink.

Not Inkmaker's Fault

This should not be interpreted to mean that any ink which contains lead is worthless for offset. If a lithographer were to find that the grain on his plates was filling up, and send some of the ink he is using out to a commercial laboratory to be tested for lead, the mere presence of this metal would mean nothing. Many of the best colors used in offset inks are either composed entirely of lead compounds or contain appreciable quantities of lead salts. The ink, however, may be the indirect cause of the grain of the plate becoming clogged. Whenever it is necessary to run very high concentrations of dichromate and phosphoric acid, or when pressmen insist on using chromic acid with some inks, a complex mixture of gum and chromium compounds forms on the plate, and although it makes the job run fine for a while, it eventually fills in the grain and makes the plate slick. Control of the water then becomes almost impossible and roller slippage is likely to occur. Here again is a condition known to be caused by the relation existing between ink and fountain water.

Strangely enough neither of these troubles is traceable to inkmakers.

For years lithographic pressmen considered the preparing of the ink to be their prerogative. This was a carry-over from the "stone-age." A pressman was as jealous of his ability to adjust an ink for the job as he was of knowing the fountain water mixtures. Even today most of the larger presses come equipped with a slab for mixing ink, and space for the usual cans of varnishes, driers, and compounds. Since the ink coverage, type of stock, fineness of screen, and type of plate are all considered to have a bearing on the body of the ink to be used, the pressman attempts to add varnishes and compounds to give him the best print.

Much of the ink contains little or no drier when it leaves the ink plant. The pressman decides on the proper amount and kind, depending on the nature of the color, stock, and the sequence of colors. Thus the ink-maker has two strikes against his product before it is ever tried. He seldom knows the composition of the fountain water, nor does he know what the pressman is going to add to the ink.

Responsible for Preparation

To further complicate the picture many plants purchase only a few standard inks, and from these mix all the colors they use. This practice often leads to pressmen using colors in combination which are neither chemically nor physically intended for such mixture. Then, too, hand-mixing is not only lacking in uniformity but it can also alter working properties on the press.

In many of the more progressive plants the pressman is relieved of responsibility for the preparation of ink. Often one man or even a department is charged with bringing to the press inks which are correct for the job. If any alteration is found necessary after the job has started, only those charged with this responsibility are permitted to make additions. Many ink companies are now supplying inks which are intended to be ready for the press. These contain driers and should require little or no alteration for most jobs. For small presses and most commercial work such inks give little trouble. This is especially true when the fountain etches are those supplied by the press manufacturer. For another thing, the stocks used on these presses are generally bonds or sulfite which tend to give less trouble than coated stocks. Thus, by trial and error, and under certain limited press conditions, ink troubles can be held to a minimum.

Research Bulletin Number 13 of the Foundation on the drying of lithographic inks graphically shows the effect of relative humidity on drying. When the pH of the fountain water is lowered drying is slowed. The effect of the pH of the coating on paper is shown to have a definite effect on the time required for an ink to dry—the lower the pH, the longer the drying period. Also, the amount of water carried on the plate is shown to influence drying. These and other facts are backed by experimental data which greatly aid in preventing drying troubles and cor-

recting them when they do occur. For instance these experiments demonstrated that contrary to some opinions it was not possible to add drier in great enough excess to actually slow down the drying action.

The Inkometer, the effect of soluble lead compounds in inks, and the filling of the grain were the result of studies made by the Foundation. Although the Inkometer is far from a perfect instrument, it does give much valuable information concerning the physical properties of an ink, and many ink plants are using it both on letterpress and offset inks to maintain uniformity. It is too bad that the results it gives depend to such an extent on the character of the metering roll which changes with age and makes filing of data for future reference impractical.

Furthermore, few small lithographers have felt that they could justify the amount of money required to install it. Another objection to the instrument is that it does not allow for the effect of water on the ink. This is a valid objection, but this and the others could possibly be eliminated if the research could be carried farther. At least one inkmaker has found his own way of applying water to the instrument, and, crude as it is, he has been able to predict the working properties on the press much more accurately than by other means.

Tailor-Made Inks

One argument presented as a reason why the Foundation should not work on offset inks is that inks are mostly tailor-made for the job, the press, and the stock. Needless to say, if research work were confined entirely to principles and fundamental reactions, they would hold true regardless of the other variables, and allowances could be made for differences. Inks could be tailor-made and still meet the general requirements set up as standards for all offset inks. It might then be possible for an inkmaker to specify the kind and acidity of the fountain water that would work best with the ink he is supplying, and be assured that the job would run all right on the paper supplied by the printer.

These facts are known: Some inks will work well when run at a pH of 7.0 while others require the acidity to be increased to as low as 2.6. Some inks will "bleed" in certain fountain water mixtures regardless of the pH and cause a "wash" all over the plate, but a change in the chemical composition of the water will eliminate this. The composition of a fountain

QUESTIONS IT'S A QUIZ

Answers to the following questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 77?

- Process colors used in gravure are opaque. True or false?
- Match the paper terminology at the left with the partial definition at the right:

a. Bulk	1. Direction of fiber
b. Formation	2. pH value
c. Grain	3. Pounds per ream
d. Acidity	4. Thickness
e. Basis weight	5. Distribution of fiber
- The key plate of a set of two-color plates should be a light color. True or false?
- With the exception of the preparation of the mold, wax engravings are prepared similarly to electrotypes. True or false?
- Step-and-repeat printers are photo-composing devices used to make multiple images of a single subject. True or false?
- Ben Day screens, in halftone, line, stipple, herringbone, grain, and texture are how many in number?

a. 50	c. 200
b. 100	d. 300
- What kind of a photoengraving would you order for copy in pen-and-ink or scratch board?
- How many boxes for type and spacing material are contained in a California job case?

a. 86	d. 89
b. 87	e. 90
c. 88	f. 91

By R. Randolph Karch

water has been known to make an ink pile on the blanket. Whether this was due to the character of the coating on the paper or to the ink is not known, but a change in the fountain water corrected the trouble. An ink prints its densest tones when a minimum of water is carried on the plate and much of the washed-out appearance of offset printing is caused by poor pressmanship or fountain solutions which require an excessive amount of water being carried in order to keep the plate clean. "Souping up" of ink to eliminate picking not only reduces the strength of the ink but it also makes necessary changes in fountain water.

Forecast of Performance

Perhaps the old pressman with his notebook full of fountain etch formulas was correct in his approach to the problem of ink and water. The old-timer was forced to use inks made from vastly inferior pigments and varnishes than those in use in today's formulas, yet he was able to compensate for deficiencies by altering the fountain water until the ink worked all right. Certainly he might change formulae a dozen times before he found one which worked well out these changes did affect the printing properties of the ink, and it was not merely a case of altering the pH. It may even be possible that some of the strong colors used in letterpress inks which are considered as no good for offset inks could be used with the proper mixture in the water fountain. Perhaps even some stocks which are not thought suitable for running on a lithographic press could be made to run with the proper mixtures in the fountains.

Is it the plate? Is it the ink? Is it the stock? Is it the fountain water? These are the questions which are always asked when any trouble occurs. In plants purchasing ready-prepared fountain water concentrates, the trouble must always be plates since the products are sold to be used on offset presses and *must* be right. If homemade solutions are used it can be either the plate or the fountain water. If after many trials and failures the trouble persists it must be the ink, and a service man is called. This man must be part pressman, part ink-formulator, part platemaker, and part paper expert, with a background of lots of experience and a knowledge of the few facts. Drawing on both the experience he has acquired and the facts he generally is able to pull the job out of the fire.

The average motorist does not worry about the vulcanizing agents, accelerators, or the curing time and temperatures which the rubber company used in the manufacture of the tires on his new car, but he is interested in the trouble-free mileage which he gets from them. It was only a few years ago that 15,000 miles was tops for a set of tires but now mileages of 45,000 and higher are common. This development has been made possible by laboratory tests which indicate how various rubber mixtures will behave. There is no claim that these tests are infallible but forecasts of the performance of entirely new formulations generally turn out to be accurate.

When the industry was forced to switch to synthetic rubber during the war these tests were invaluable; and right now test tires are being made up with a new synthetic which according to these tests will greatly surpass the wearing qualities of any natural or synthetic rubber ever used in tires. As in all testing the final decision for new products must be made from the actual use of the finished product. Had it been necessary for the rubber industry to test all the various formulas by actual road testing, few improvements would have been made, and 20,000 miles might still be the life of a tire.

More Research Necessary

If the lithographic industry is to eliminate many of its headaches in the near future it cannot afford to be dependent on press-testing a multiplicity of ink and press water formulas to determine the suitability of new materials, or to control its present ones. The whole ink-water relationship must be studied as a unit. The properties necessary in both ink and fountain solutions must be determined. At present many laboratories are examining materials which might replace gum arabic, but since the only method of determining the suitability of these for offset is to use them in the same manner or one similar to that of gum arabic, testing will take a long time and perhaps some good materials will be passed up. Similarly the number of materials seemingly suitable for use in offset inks grows daily and to grind samples of ink from each of these and test them on a press is an endless task. Until such a time as the Foundation or some other organization makes a study of both ink and desensitizing agents at the same time, and in turn the effect of paper surface on them, facts about their printing properties will remain few.



THE CRAFTSMEN'S SLOGAN:

"Share Your Knowledge"

The slogan of The International Association of Printing House Craftsmen was the idea of Charles Heale, a member of the New York club, and was used even before the International was organized. It would be difficult, if not impossible, to create a more appropriate phrase or one which could more briefly yet eloquently describe the association's ideals and purpose.

It is something more than a slogan. The idea, expressed in various ways, has been the inspiration of modern educational and industrial progress. It is a tangible motto for everyday use, and, if practiced, will benefit the entire printing craft.

It is not intended that the sharing of knowledge be merely a recital of book knowledge or an expression of individual opinion. The real meaning of the slogan is best expressed in a sincere desire to share with others the successful ideas that are developed in our daily work. The most useful knowledge is that gained from actual experience, and, if modestly passed on with the idea of mutual helpfulness, it is a most practical form of education.

Not the least advantage of sharing your knowledge is the rapidity with which such collective information, when properly explained and understood, produces a genuine educational result. One new idea so obtained will beget several, and each of these in turn produces many offspring. It is this multiplication of ideas which explains the increasing rapidity of change which has taken place during recent years. The progressive executive in this aggressive environment must absorb much that is useful to him, and he would indeed be unresponsive if he did not share his knowledge.

—Manual of Craftsmanship

COMMERCIAL SHOPS AND UNION IN CHICAGO SIGN CONTRACT TO RUN FOR EIGHTEEN MONTHS

● WHAT STARTED as protests against the Taft-Hartley law last winter by members of Chicago Typographical Union Number 16, and developed into a shut-down of forty-eight commercial shops by employers during the week of March 1 to 5, as their protests against "slowdowns" and the "sit-down strikes" of compositors, was concluded on June 27 when members of Number 16 voted—1372 to 336—to ratify a contract with the Franklin Association of Chicago to run eighteen months after such ratification, and calling for an increase of \$11.89 in weekly wages.

On June 28, most of the 1500 unemployed members of the local union, who had been on picket duty for almost four months outside job plants, returned to their jobs in accordance with their seniority rights. Several commercial and publishing firms indicated that they would continue to operate their plants without the aid of members of the union, and one company, Blakely Printing Company, decided to quit business after seventy-seven years of operation.

The contract formulated in accordance with the Taft-Hartley law provides for \$92.00 base pay for a 36¼ hour work week, or \$2.538 an hour, an increase of \$11.89 a week, or 32.8 cents an hour. The night scale is \$97.08 for a week of 36¼ hours for the first shift, and a work week of 32½ hours for the second shift.

Retroactive pay of 60 cents for each shift that union members worked from January 1, to the date of ratification was provided for in the new contract.

Apprentices will be employed on a basis of one to eight journeymen, instead of the previous allowable ratio of one to ten.

It is provided that foremen acting as management's representatives shall not be subject to discipline by the union for any executive act authorized by the agreement.

Applications for work by non-members of the union will be passed upon by a joint competency board. It is agreed that foremen shall be members of the union in good standing and that composing room employees who are members of the union shall be employed by the foremen and receive orders from them and laid off by them.

Because of the shortage of monotype operators, a special monotype operator training program has been set up to be administered jointly by the union and the Franklin Association.

C. L. MacKinnon, of the Franklin Association, reports that the new contract sets up a clearly defined procedure for settling disputes with an impartial arbitrator who can "assess damages for contract violation against either the union or the employer."

It is well recognized that the strike represents the most expensive and protracted stoppage of work in printing plants in the history of Chicago. During the sixteen weeks of the shut-down, many trade publications and advertisers were obliged to go to other cities.

The newspaper strike in Chicago, which started November 24, continues to be the cause of 1600 members of Number 16 being on the picket lines. Meanwhile every newspaper has produced regular editions without interruption, carrying on by means of photographing typed matter produced on specially contrived machines and of making engraved plates therefrom as described in THE INLAND PRINTER.

The cost of the Chicago newspaper strike to the ITU in salaries paid to 1600 strikers aggregates about \$300,000 a month. While the 1500 members were out on the streets because commercial shops could not operate, an additional \$250,000 a month was paid in strike benefits.

NORMAL INVENTORIES OF PAPER RECOMMENDED AS PAPER INDUSTRY GETS BACK TO NORMALCY

● PRINTERS have little difficulty getting paper in the quantities and qualities wanted within a reasonable time, so reports from various sources indicate. One printer recently was able to get a five-ton lot of a special size of paper from the mill in less than a week. Middle-western consumers of products from eastern mills get their products on special order within a month.

Both mills and distributors have been able to build up better inventories than heretofore, and the salesmen are again becoming "salesmen" instead of apologists.

Still another sign of the times, currently, is that specialties practically abolished during the war are slowly returning. House magazines are increasing, and sampling items are coming to printers—all of which indicate a return to normalcy in the industry.

Reports of manufacturing processes indicate that paper mills are still working up to and often beyond their rated capacity, the figures indicating from 100 to 102 per cent, whereas several months ago they were higher. The 1948 consumption will probably aggregate 22,000,000 tons. Men at the top of the industry express belief that total consumption of paper for all purposes will increase steadily, so that within seven years it will reach a yearly total of 30,000,000 tons. This is regarded as a very healthy growth, and answers questions whether expansions of the industry are warranted.

Analysts in printers' groups are issuing advisory comments that con-

Incidental "defense" items of expense as listed by Number 16 show \$186,936 spent from November 24 to June 5, which came from its own funds, supplemented by gifts from other unions. Altogether, the cost of the strike to the unions themselves aggregated \$3,740,000. Since strikers were paid 60 and 40 per cent of their normal wages, depending upon whether they were married or single, the workmen were obliged to lose an amount almost equal to that paid to them by the ITU as strike benefits.

What hurts the Chicago printers in the commercial field is that ITU settled with the New York printers on a basis of \$9.29 increase, but the ITU would not approve such a settlement in Chicago. At one time the union (Number 16) insisted the increase should be \$22.50 a week with numerous other benefits, making the base pay more than \$102.00 a week.

Printers in Chicago who operated their shops with members of Number 16, during the sixteen weeks of shut-down of the larger shops, paid their men \$14.89 more than the previous scale, on condition that if and when a contract would become effective they would pay the scale agreed upon.

servative management in the industry calls for inventories of paper required for normal production needs, the policy of stocking up big reserves being no longer needed. However, printers who have large inventories apparently need not worry about a downward change of prices because the price structure is firm. The trend indicates a rise in paper prices rather than a decline.

The United States Circuit Court of Appeals has taken a hand in what had seemed to be a collusion of certain paper manufacturers with respect to quoting prices to the Government Printing Office during a period of years. Forty-one firms are involved in the price-fixing allegations of the Federal Trade Commission which issued a cease and desist order June 30, 1945, because of evidence that sealed bids of papermakers to the GPO were uniform.

The evidence upon which the Court supported the Federal Trade Commission's findings showed that the papermakers had divided the United States area into zones with identical prices being charged in each zone. The evidence also showed that the paper manufacturers were permitted to organize in June, 1933, under the provisions of the NRA and were given immunity by the Government for the pricing arrangement to which the Government now objects. The historical fact was also entered in the court's records that the NRA ceased to function on May 27, 1935, when the United States Supreme Court published its decision that the NRA was unconstitutional.

In this Second Instalment Rob Roy tells how:

New Hand Composition System Meets Drastically Changed Requirements

● EACH type case consists of plastic boxes in two colors, green and amber. These colors were chosen with care not only to harmonize with cabinets and other furniture but also because very few persons are color-blind to this particular contrast. Regularity of the pattern of each case is broken by the horizontal and vertical dividers and by use of the contrasting amber boxes for e, n, and w, and for l, 6, and fi. Note that in each case e's, n's, and w's are in amber boxes. (See Figure 9, first article.)

The importance of this is considerable. Were there no break in the succession of green boxes a compositor seeking an e would have to count to the fifth box from a, unless he possessed an extraordinary number sense. Use of the amber color not only "spots" these particular characters but gives the compositor instant recognition of other characters as well. Thus the m is just beside the amber n, the y is two boxes to the right of the amber w, the r is at the right edge of the case, and so on.

Boxes have been molded in three sizes (see Figure 1): those used for regular cap, lower case, and small cap fonts fit eighteen to a row along the case, those for thin terminals twelve to a row, and those for handset fonts thirteen to a row. These are referred to as Number 18, Number 12, and Number 13 boxes. All three of the sizes have an inside depth of seventy points, which is the measure to which sorts are cast, and a width across the case of 1.360 inches. This equals the standard height-to-paper of type of 0.918 inch plus 0.442 inch for finger room, which permits easy pick-up down to

the last character. All cases contain six rows of boxes across the type case width.

Each box carries an identifying label on the inside of the vertical

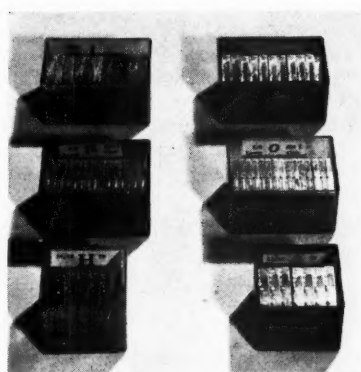


Figure 1. Plastic boxes used in new cases. The darker boxes are amber, the lighter are green

surface facing the compositor as he works from the case. While this facilitates finding characters in composition and has value during training of new personnel, its principal

function is for reordering sorts in the manner described below.

In the new case itself no recognition was given to the greater demand for e's over q's or lower case over caps, the volume of each character contained in the case being just the same. In planning for sorts storage it was necessary therefore to locate reserve boxes centrally, to be convenient to all compositors. This has been done. Reserve sorts are stored in trays similar to new type cases and these are in turn kept in triple column galley cabinets which are placed centrally to the composing frames themselves.

When a compositor has used all of any character in a case, he removes the empty box, tosses it into a bin provided for the purpose, and procures a full box of the same character from the sorts storage.

Empties Replaced Daily

From the box labels empties are tallied on a sorts order form (Figure 2) and returned daily to the proper storage trays. The accumulation of a predetermined number of empties of any character serves to signal the necessary reordering of the font in question and insures replenishment before exhaustion. When the reorder point is reached the tally sheet tells the casting department how many boxes are wanted of each character.

It is in sorts storage that the number of boxes of each letter has been allocated in proportion to usage. During the experimental period, while the department was operating with conventional equipment, sorts

Figure 2. Portion of a sorts order form. Empty boxes tallied here give the signal for re-order and serve as a requisition for casting and as a record of consumption. In the example shown, re-ordering of the font is indicated by the tallies of c, f, and k in columns marked with an X

No. 18 Boxes												10 on 12 No. 8 Italic																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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orders were kept, to be used later for data on consumption. These provided good information on the more active sizes and faces but were of little value otherwise, and recourse was had to the tables of character frequency in Legros and Grant's *Typographical Printing Surfaces*.

characters, the means for knowing of such out-of-the-ordinary demands have been provided. It is planned to meet these needs by the simple expedient of changing box labels. In this respect the new sorts system possesses far greater flexibility than the old.

In the conventional cases previously described, the spaces are a regular part of the layout. While this means that appropriate spaces are available in each type case, it also means the duplication of spacing sorts in cases of like size. Thus, if there are a dozen cases of 10-point



Figure 3. Space case used in the new composition system. The case shown contains spaces in 11 point body size. Widths sorted are: 1 point, 1½ point, 2, 2½, 3, 4½ (9 on 11 en quads), 5 (10 on 11 en quads), 9 (9 on 11 em quads), and 10 point (10 on 11 em quads). Large spaces are 48 by 11 points for quadding short lines

In using these data it was soon apparent that concessions to practicality were unavoidable. To insure that a compositor seeking a new box of type would *always* find one in the sorts storage it was decided that a minimum of two boxes of each character would be required. Since more than one hundred lower case e's are used to each small cap Q, storage in exact proportion to consumption obviously was out of the question. Calculations finally were made to provide about a four-month supply of each size and face. Within this gross quantity allocations to individual letters were made in proportion to consumption. The two-box minimum was retained. Some idea of how this worked out may be had by reference to the column "Boxes of Sorts" in Figure 2.

System Has Great Flexibility

The quantities thus established are expected to be satisfactory for most sizes and faces but it is recognized that demands peculiar to certain classes of work may warrant increasing the reserve sorts of some characters while decreasing others. (To use a simple example: in mathematical work the consumption of x's is much greater than normal.) Since the sorts order forms are exact records of consumption by individual

In planning for spaces two departures from custom have been made: (1) spaces are not included with the alphabets in regular cases but are separately contained, and (2) spaces are cast in point widths rather than in fractions of an em. These changes are more advantageous than is at first apparent.

in use, there are duplicate spaces in each of the twelve. The use of separate space cases (Figure 3) avoids this duplication. A new 10-point space case at each frame, for example, will serve every 10-point type case in the department.

Traditionally, spaces for hand composition have been made in fractions of an em. The California Job Case (Figure 2, in first instalment) provides for large quads, em quads, en quads, and three-to-em, four-to-em, and for five-to-em spaces. These



RIGHT: Figure 4. New frame and storage cabinet. The compositor's hand rests upon the gutter for discarded type; besides his hand the working galley rests upon the tilting device shown in Figure 7. The frame surface contains five type cases and three space cases, with a sixth type case partly withdrawn below. The cabinet contains 96 cases in all, which are accessible to the compositor on the opposite side of the frame as well. Note that all cases slant toward the center by placing one edge of the case one run lower than the other. The trough bearing the legend "Frame Q" contains three 40-watt fluorescent tubes which shine up to the reflecting false ceiling above. The cowl contains a single 40-watt tube and a flashed opal glass diffuser. The 20-watt strip shown below the gutter illuminates cases in the cabinet

increments provide for small variations in spacing and permit accurate justification, but the mental arithmetic involved in their use is cumbersome and seldom fully learned (these fractions have a least common denominator of 60). Because of this, and for other reasons as well, new space cases have been designed for point spacing.

The increments provided permit accurate justification as before and are very much easier to calculate. In each case essential em and en widths for both solid and leaded sizes have been provided, along with the large quads for rapid spacing of short lines. At the opposite end, one-point and "hair" spaces ($1\frac{1}{2}$ -points) have been included for close spacing. These thin spaces and the large quads are jumbled in their compartments because they are respectively too small and too large to cast in uniform rows. All of the other spaces are cast, loaded, and sorted exactly like the regular alphabets which were previously described.

Punctuation Sorts Pooled

A similar break with tradition has been made in sorts for punctuation. Previously each font had its own punctuation, both in the case and in reserve sorts. There were separate periods, commas, and so forth, cast from separate matrices, for each size of Modern Number 8, Bruce Old Style Number 31, Scotch Number 36, and Caslon Number 337. Believing that differences between such characters are in many cases too small to be recognized, punctuation sorts for different faces are now cast from the same matrices and stored together. A compositor seeking an 8 on 10-point light face semicolon procures the fresh box from the 8 on 10-point light face storage area, without regard to the type face he is using.

A judicious application of this plan was necessary, of course, and only those characters have been included whose differences were very slight. The fonts possessing unique alignment, weight, or design of letter were given their own punctuation sorts. Nevertheless, the pooling of like characters has resulted in a large reduction in matrices and duplicate sorts—and customers, some of whom are exacting, have been entirely unaware of the change.

Triple column galley cabinets, of which mention already has been made, form the bases for the new frames (Figure 4). These cabinets are standard except for removal of the backs and addition there of duplicate numbers for the runs. This

change permits access to both sides by each compositor.

The frame surfaces are not fixed upon the cabinets beneath but are each mounted on a pair of jacks connected by a chain and sprockets (Figure 5). By means of a crank the jacks permit independent adjustment of frame height by each person between limits of 41 and 49 inches

the new type and space cases. Each general purpose frame is fifty-four inches in length to accommodate two type cases laid end to end. The width of the main surface is twenty-two inches, mounted at an angle of twenty degrees from the horizontal and designed to hold two type cases and two space cases. Above is a cowl capable of holding two more type

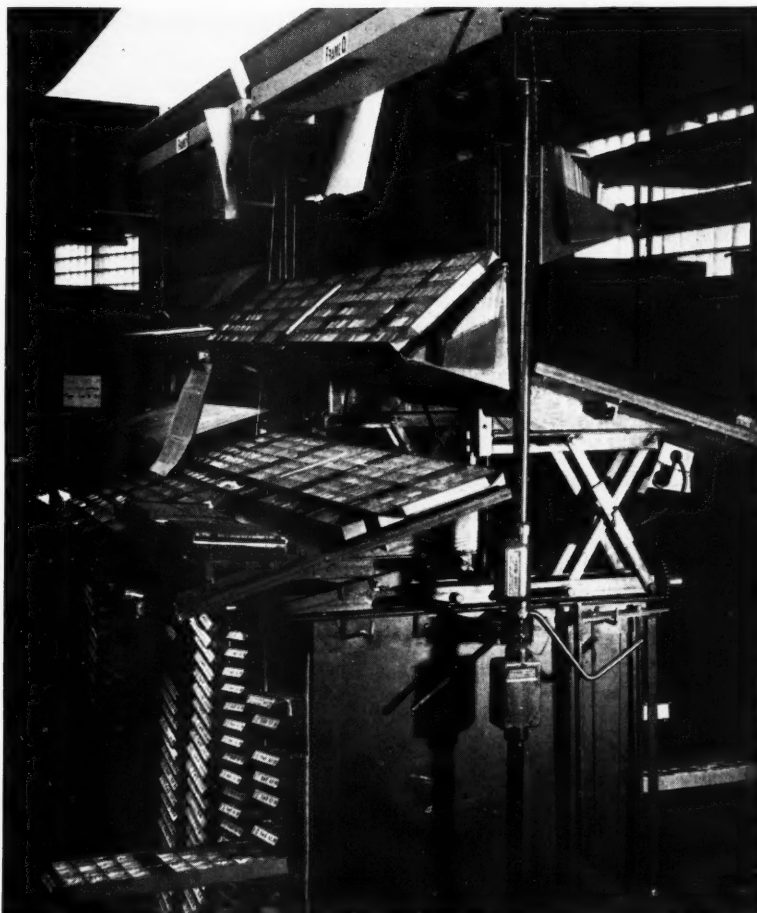


Figure 5. End view of new frame, showing jacks for quickly and easily adjusting height of working tops. One side has been set at maximum height. Tilting device and working galley have been moved to show an end view. Accessibility to both sides of cabinet is demonstrated by partly withdrawn cases

from the floor. This feature is useful not only for the comfort of short and tall compositors but also for adjustment between different kinds of work. A compositor lifting type, as in collation or make-up, will function best with the lower edge of the frame slightly below elbow height. The same compositor when engaged in correcting will want his work several inches higher. Figure 5 shows the two sides of the frame at the extreme upper and lower limits.

The frame surface itself is of sheet steel over plywood with the length and width designed around

cases, giving a total capacity of five type cases, three space cases, and the galley of type in work. The arrangement shown in Figure 4 would be suitable for the work portrayed in Figure 4 (first instalment). Layouts may be varied, of course.

For this purpose galley dividers have been made for each frame surface (Figure 6). These are of standard $\frac{5}{8}$ -inch angle iron, milled as shown, with two pins affixed to the bottom. The sheet metal and plywood top of each frame has been drilled and bushed to receive these pins in the various positions required. The

frame may be set up for double column galleys three abreast, triple column galleys two abreast, type cases, space cases, *et cetera*, simply by mov-

type, which is of course "mirror-wise." This presents a further lighting problem because there is almost no color contrast between the raised

down on its feet and insures maximum finger room in composition. The metal sides of all cases have been designed for this slant by making the upper rim slightly higher than the lower. With close clearances between the case and runs this permits a compositor to pull a case out most of the way to get one or two characters without having it tilt dangerously forward.

All of the general purpose frames described above have been grouped in pairs in the floor plan. Each pair provides working space for four compositors on each shift, with 192 cases available to each man. How well this meets the requirements of modern composing practice may be judged from the fact that two such adjacent cabinets contain a case for almost every face in every size below 13-point possessed by the company.

Special Frames for Ad Work

Sole exceptions are twenty cases of fonts used exclusively in hand-composition; these are kept at special frames designed for ad work. In addition to the series of faces and sizes enumerated there are duplicate cases of the popular fonts, a complete set of space cases for each man, six cases of frequently used accents and special characters, a case of scabbard spaces, and one of piece braces. With this equipment at hand, a compositor is capable of performing almost all necessary operations without leaving his work station.

While the frames described above are suitable for a wide variety of work, they lack special facilities that are desirable for some hand-composition functions. To meet these

ing the dividers from one pair of holes to another.

A gutter has been built along the lower edge for pi and the lower angle notched so that discarded type may slide readily into the gutter. This arrangement facilitates correction operations and disposal of accumulated dead type. At the ingenious suggestion of Harry Pullara, a journeyman compositor, two small hooks have been placed near the right side of each gutter. An extra galley can be held under these for removal of a cut or a mast head, if the remainder of the frame is filled.

Lighting Problems Solved

Frame lighting has been designed by Vernon P. Scheidt and is a combination of direct and indirect light from fluorescent sources (Figure 4). A single 40-watt tube under each cowl provides direct illumination at a low angle through a flashed opal glass diffuser covering the bottom of the cowl. Indirect light comes from a three-light 40-watt trough overhead, reflected from a hood above. Type cases below are lighted by a single 20-watt strip affixed to the under surface of each frame. Access to all parts for servicing has been provided for in the construction design made by Ernest H. Hanhart, consulting engineer.

This installation, which involves troughs, hoods, and supporting conduit, has been expensive but it has solved the problem of lighting bright new type without the high spectral reflection characteristic of direct composing room lighting observed elsewhere. Intensities on the working surface vary from 48 foot-candles at the extreme edges to 80 foot-candles directly under the cowl. A satisfactory high intensity is maintained elsewhere throughout the department by general overhead illumination with standard two-light industrial fixtures. These are omitted over the frames.

In performing hand composition operations it is necessary to read

surface of the letters and the bodies upon which they are cast. In studying this problem it has been observed that the ease of reading type is greatly enhanced if the raised letters can be made to cast a shadow. Such a shadow provides the desired contrast and causes the type seemingly to come into focus.

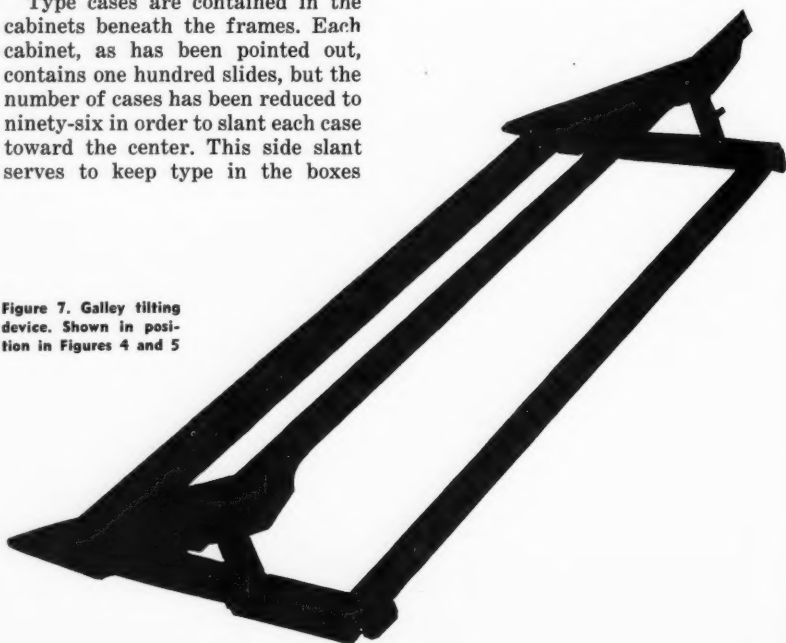
This shadow is a function of the angle at which the type is slanted with reference to the source of illumination and the eyes of the compositor. To attain it a simple tilting device has been provided for each frame (Figure 7). One part lays flat against the frame surface; the other is hinged at the upper side and holds the galley. The angle may be varied from the twenty degrees of the frame surface itself to slightly beyond the horizontal by means of a rack and pawl at each end. By adjusting height with the jacks and angle with the tilting device a compositor may set his work at just the optimum position. The ability to reverse the angle also is useful for inserting initial letters, cuts, and similar work.

Type cases are contained in the cabinets beneath the frames. Each cabinet, as has been pointed out, contains one hundred slides, but the number of cases has been reduced to ninety-six in order to slant each case toward the center. This side slant serves to keep type in the boxes



Figure 6. The galley divider is made of milled angle iron. Holes are drilled in frame for positioning

Figure 7. Galley tilting device. Shown in position in Figures 4 and 5



needs special frames have been designed and built for formula composition, tabular work, collation, display composition, as well as for page make-up.

These differ from the general purpose frames in various details. Those used for formula composition are eighty-one inches (three type cases) in length and are one-sided, to give the large surface area needed for many special characters. The make-up frames likewise are large for the sake of surface area and do not have cowl. Display frames are one-sided but are each fifty-four inches long. Display sizes, 14-point and larger, are kept in conventional cases located near these frames. Similar special features have been incorporated in the two-sided tabular and collation frames. All are of similar

construction as to jacks, dividers, gutters, lighting, and complement of type cases below; and all are capable of efficient use for a variety of tasks.

(Concluding instalment will appear in our next issue.)



MATCHING ARTISTS COLORS

If the principals behind the production of multicolor printing would instruct the agencies to see that artists use colors that the printer can easily match, much trouble and expense would be saved.

The printing ink film is mechanically limited to micro-thinness and if the artist lays color on his copy like a stucco worker, the pressman is lucky if he can obtain an especially strong ink that will match the artist's color in a single impression.

Very often two impressions are needed to match.

The end use of the article to be decorated must not be overlooked since the number of pigments with permanency qualities under different exposures is limited. When we remember that there is no absolutely permanent pigment the importance of care in the choice of colors stands out. Some colors last longer indoors than out in the presence of sulphur and acid fumes; some are allergic to acids, alkalies, water, oils, spirits, and essential oils; some last longer full strength than tinted and so on. The oils of cedar and pepper play havoc with many inks. Because a color is fast to alkali does not in itself qualify it for use on a soap wrapper because the soapmaker may have used an essential oil in his formula.

Improving Washrooms Improves Employee Relations

BY TED KNIGHT

● WITH good employee relations assuming ever-increasing importance, the matter of suitable employee washrooms is one which today's progressive printing plant owner will not overlook. Properly designed, equipped, and maintained employee washrooms not only build employee good will but also reduce cleaning time and expense and lessen the need for repairs and replacements.

The assistance of a competent plumbing contractor can be valuable in sizing up your present facilities and your needs for modernization. He can help you spot the shortcomings of your present equipment and arrangement, and recommend the proper measures to be taken.

Of paramount importance, of course, are efficient water closets, urinals, and lavatories. The practice of installing wall-hung water closets, urinals, and lavatories is becoming more prevalent. The absence of supporting obstructions makes mopping easier and quicker.

Sturdy Fixtures Essential

It is essential that only sturdy fixtures of good quality be installed. Employees are prone to thoughtlessly abuse washroom equipment. Water closets especially should be of the highest grade to insure long wear under severe usage. The most practical design is the long, oval rim type, with open-front seat of hard

rubber or composition. Good quality seats will stand much abuse and can easily be kept sanitary and clean with disinfectant, soap and water. The siphon jet is recommended for plant installations because of its larger passageways, powerful flushing action, and large bowl area that is covered with water. The flushing mechanism must be rugged; many employees simply kick the handle instead of operating it by hand. It is also desirable that flush valves be equipped with vacuum breakers to guard against back siphonage.

Wall-Hung Fixtures Best

In men's washrooms, urinals of the wall-hung type are preferable. The back wall should slope away from the user, an important feature to remember in the selection of this type of equipment. Urinals should be equipped with an automatic flush valve set to wash the urinals every few minutes. Although the automatic device requires more water, it is more satisfactory. Many employees are reluctant to touch flush valve handles.

Lavatories should be durable, easy-to-clean vitreous china or enameled cast iron. Basins should be adequate in size, with anti-splash rims. Faucets should be easy-to-clean chromium-plated brass, with the spout placed well above the basin. One model that is gaining in

popularity includes a raised ledge at the back on which the user can lay personal items while washing.

It is particularly important that women's restrooms in a printing plant be planned so that maximum use can be made of available fixtures. A "powder room" complete with mirrors and other accessories, for the use of those desiring only to put on make-up, *et cetera*, should be separate from the washroom (which includes closets and lavatories) in order to avoid congestion during the busiest periods.

For those plants desiring bathing facilities, showers are the ideal installation. There are two types available, the individual cabinet and the "gang" shower. The walls should be waterproof as well as non-absorbent.

Proper Drainage Vital

Proper drainage is essential to a dry, clean, sanitary washroom floor. If the washroom is finished in tile, and adequate drains are provided, the room may be cleaned quickly and easily by using a hose on the floor, walls, and fixtures. Floors should also be mopped with a hot solution containing a disinfectant.

Employees appreciate modern, efficient, clean, and sanitary washrooms. Progressive printing plant owners will take advantage of this opportunity to foster good employee relations.

*What's
New?*

in Equipment and Supplies

ADDITIONS to type faces announced by Intertype Corporation include 8-point Alternate Gothic Number 1 with Vogue Condensed; DeLuxe Gothic Light Condensed with Medium Condensed in 6-point with three other 6-point sizes designated as A, B, and C. Specimens are shown below.

ABCDEF GHIJ KLMNO abcdefghijklmnopqrstuvwxyz 12345
ABCDEF GHIJ KLMNO abcdefghijklmnopqrstuvwxyz 12345

8 Pt. Alternate Gothic No. 1 with Vogue Bold Cond.

ABCDEF GHIJ KLMNOPQRSTUVWXYZ 12345
ABCDEF GHIJ KLMNOPQRSTUVWXYZ 12345

6 Pt. De Luxe Gothic Light Cond. with Med. Cond.

ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF 12345
ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF 12345

6 Pt. De Luxe Gothic Light Condensed A
with Medium Condensed A

ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF GHIJ K 12345
ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF GHIJ K 12345

6 Pt. De Luxe Gothic Light Condensed B
with Medium Condensed B

ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF GHIJ KLMNOPQR 12345
ABCDEF GHIJ KLMNOPQRSTUVWXYZ ABCDEF GHIJ KLMNOPQR 12345

6 Pt. De Luxe Gothic Light Condensed C
with Medium Condensed C

MINNESOTA Mining and Manufacturing Company has announced a new tape, trade-marked Scotch Plastic Film Tape, designed as a wrap insulator for electroplating racks, and for blocking off parts being plated. The tape will resist acids, alkalis, water, salt water, alcohol, aliphatic hydrocarbons, oils.

PAPER DRILLS manufactured by Challenge Machinery Company, of Grand Haven, Michigan, are now being equipped with all-steel arc-welded back gauges instead of iron casting formerly used. The improved gauges are automatic in operation, enabling the operator to keep both hands on the stock until all holes are drilled, and provide greater strength and rigidity than those formerly used.

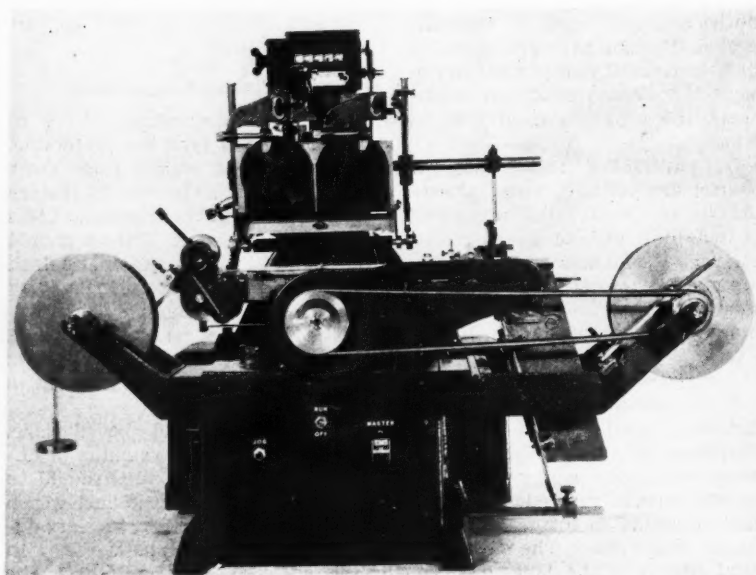
BOXSEAL is a new adhesive announced by Paisley Products, Incorporated, designed for use with automatic case sealing machines, and may also be applied by hand brushing to hold labels and express waybills to shipping boxes, and as a flap-sealing glue. It is a liquid converted starch adhesive having an increased adhesive power, requiring only a thin film on the surface of the container board, or kraft

paper, to make a positive contact with the container flaps when they are pressed together. The adhesive remains in a fluid condition indefinitely, permitting it to be piped to the machine glue-pans without danger that the adhesive will solidify in the pipes. It is said to be non-toxic, odorless, and free from staining tendencies, making it desirable for food container uses.

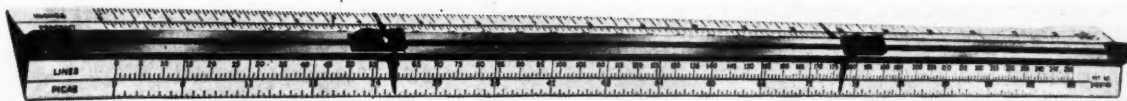
A TWO-COLOR printing machine for production of marking labels up to 6 by 2½ inches in size, with printed area 3½ by 2¼ inches, has been announced by Markem Machine Company. The machine is designed to be placed on a bench; is 26 inches high, 20 by 23 inches, weighs about 300 pounds; and prints from a roll of paper or fabric, from specially designed type and solid engraved word blocks, including trademarks or other special designs. Two colors are printed simultaneously in register. The printed stock as it emerges from the machine may be either rewound on a roll; perforated ready for tearing when labels are affixed to merchandise and also rewound on a roll; or the printed labels can be cut off and automatically stacked. Normal operating speed produces 75 to 80 complete labels a minute. Type changes

may be made in a matter of minutes. Two types of counting devices are available, one merely recording the number of printing strokes, the other being an automatic counter which can be set to run a predetermined number of impressions then stop the machine.

MONOMELT COMPANY has announced a self-contained, portable dust collector, designed to keep the shaving table of its platemakers free from chips and shavings, and also to keep dust and grit from machines getting into the atmosphere of the workroom. This automatic vacuum unit, which may be purchased as optional equipment with the plate shavers or purchased separately, draws the chips and shavings from the chip-catcher on the cutter-head through a four-inch flexible hose down a shaft behind the motor. Heavy particles fall into a large bin and the finer dust is caught by filters. The steel cabinet is 22 inches wide, 25 inches front to back, and 44 inches high. It is operated by a motor, and the switch with overload protection is wired to the shaving machine so that the dust collector runs only when the shaver operates. The dust-pan capacity is 3.7 cubic feet, and twenty-four cloth filters total 162 square inches.



Markem two-color printing machine for producing marking labels, prints from roll of paper or fabric



Clarence S. Ost's Empco proportioning rule

THE EMPCO proportioning rule, 20½ inches long and 1½ inches wide, contains four scales—picas, agate lines, linear and percentage—designed to expedite the proportioning of copy to fit into a desired layout. Instead of measuring the copy, the user of the device lays it on the copy and sets a black indicator at the long dimension, and a red indicator at the short dimension, and by moving one indicator to a desired dimension, the other indicator will automatically register the corresponding proportional measurement. Thus it is said to eliminate errors usually made when using other means of calculating proportions. The rule is made of tempered aluminum and plastic, constructed for hard use. It was invented by Clarence S. Ost, inventor of the Luxometer light integrator.

SPEED ERASER, for use on master plates used in offset duplicating, has been announced by Blue Robin Corporation. It can whirl out an error in three seconds without harming the plate surface or smudging the image. A simple pumping action removes the grease image only, leaving the plate ready for correction.

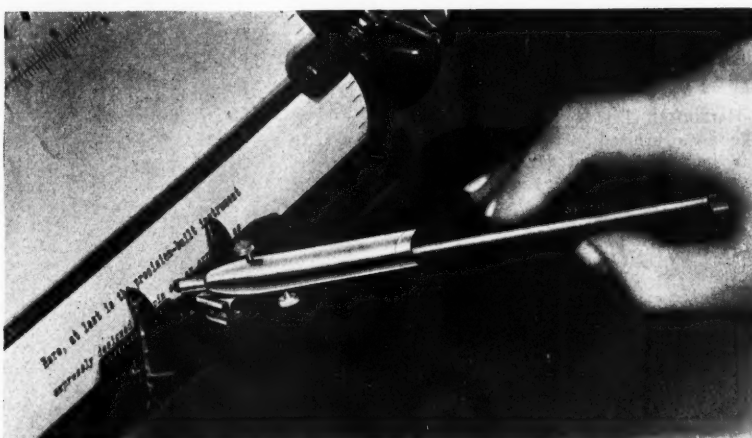
IMPROVED HARRIS offset presses, in sizes 42 by 58 and 50 by 72, in one-, two-, and four-color models, have been announced by Harry A. Porter, vice-president in charge of sales, Harris Seybold Company. Increased production efficiency, simplified adjustments, and more precise control of register, moisture, inking, printing pressure, and delivery have been provided in the new presses, designed to operate at speeds up to 6,500 sheets an hour. All are equipped with stream feeders.

Gears have been shaved to provide for quieter, smoother operation of the presses and longer life.

Among features listed are a second feed cylinder, a new side register and a newly designed ink fountain with a blade practically vertical, eliminating the need of agitators. The new style

form-rollers has been increased; new squeegee rollers have been installed instead of wipers for better control of moisture at the end of form-rollers; and all covered rollers are ball-bearing-mounted, and bearings are packed in grease, thereby eliminating the need for daily lubrication.

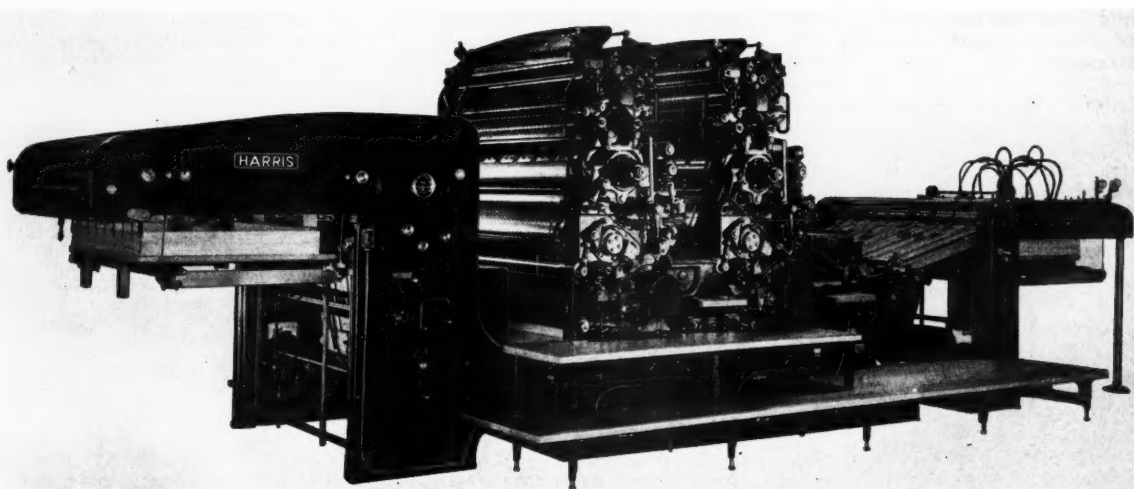
A new sheet-slowdown system and a sheet-by-sheet delivery pile lowering



Blue Robin Corporation's speed eraser for use in correcting master plates used in offset duplicating

inker is equipped with five small, rapidly revolving vibrating rollers, all of which change direction at different points in the cycle, resulting in better ink breakup and smoother distribution. The water fountain has several new design features. The pan roller is variable in speed, easily adjusted by the operator; the diameter of dampener

mechanism improve sheet delivery of the new presses. The lowering device is adjustable in thousandths of an inch, and is automatically controlled in terms of the thickness of the stock being run. A device has been added which permits removal of sheets by the pressman for inspection purposes without disturbing the pile.



Harris improved offset lithographic press combines many new features for increasing production efficiency; available in one-, two-, and four-color models

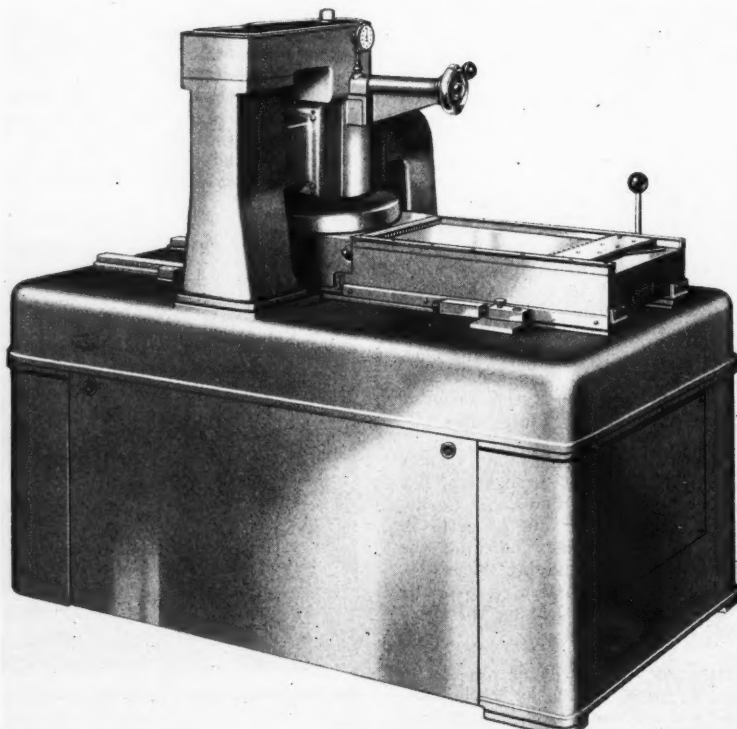
VANDERCOOK & Sons, Incorporated, have developed a high speed block leveler, designated Number 12, which will accommodate plates up to 12 by 18 inches in size, and will plane wood, aluminum, magnesium, or plastics. Cutting speed of the machine is 100 lineal inches a minute, and 200 when reversed, which means that a plate 12 by 18 inches can be planed in eleven seconds with an additional six seconds for returning the plate table to the operator, or a total of seventeen seconds for the complete operation. The clamping jaws, control devices to raise or lower the cutter head, and an eye-level indicator are among features of the block leveler. A vacuum exhaust system for removing both metal and wood shavings and depositing them in a container, easily emptied, is part of the standard equipment. The machine measures 3 by 5½ feet.

FAIRCHILD Lithotype, which looks like an oversized electric typewriter and has a standard typewriter keyboard, sets type of any regular Mono-type face, from 6- to 24-point, on paper stock or thin metal offset plates, for reproduction by photo-lithography. The first typing will indicate what adjustments are necessary to even up the right-hand margin of the line which can be aligned by means of the second typing operation. Two rows of type are placed in a magnesium wheel, one row for lower-case type, the other for caps. The impression to be reproduced is made through a carbon ribbon. The machine was demonstrated at the recent meeting of the American Newspaper Publishers Association in New York City. It is the product of Fairchild Camera and Instrument Corporation, Jamaica, New York.

PRODUCTION of the Sperry rotary letterpress for carton production has been announced by the Sperry Corporation. Three of the presses have been installed recently in the plant of Kieckhefer Corporation, Delair, New Jersey, each equipped with three color units and a new rotary die for cutting and creasing paper board for milk containers.

Current production of carton blanks is about 1,000 a minute, two across the web, individual blanks measuring 11½ by 13 inches. Cartons are printed in one, two, or three colors, creased; cut with waste removed, are produced in one continuous operation at speeds

thrown off in one operation by a single lever, and running register control is achieved for each color unit while in operation. The roll-stand permits new stock rolls to be brought to the run-off position without stopping the press, and without the use of core shafts or



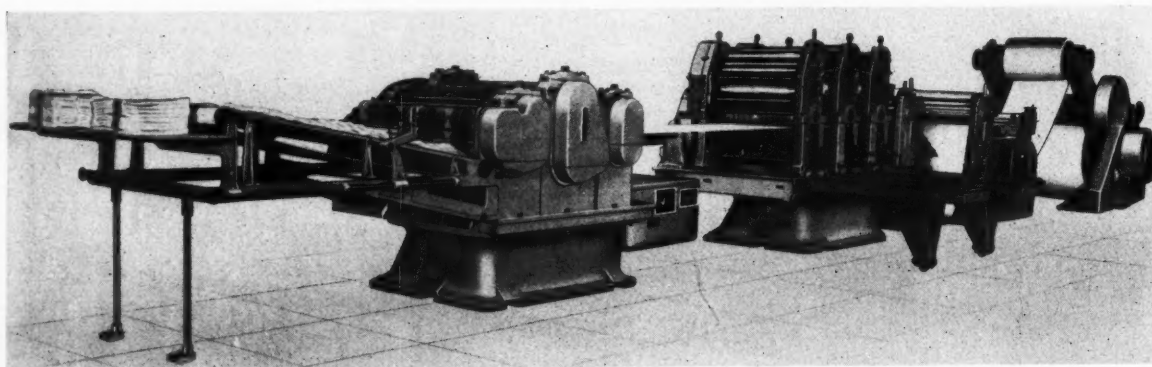
High speed block leveler developed by Vandercook & Sons, for wood, aluminum, magnesium, or plastics

of 500 to 600 feet a minute. Inks used are of the steam-setting variety.

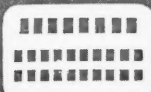
Carton paper stock is fed from rolls through a series of feed and side guide controls that assure consistent side trim and accuracy, producing square and accurate blanks. Ink fountains have crank-operated slide mechanisms which back the blade and ink reservoir away from the ductor roll, permitting easy access in washing up. All ink distributor and form rollers are

overhead crane. Changes in size are accomplished by changing plate and impression cylinders whose circumferences range from 16 inches minimum to a maximum of 32 inches.

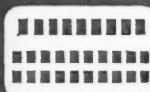
The Sperry Rotary letterpress is equipped with rewind, rotary sheeter, and pile delivery, or rotary cutters and creasers for carton production. All moving parts are ball-bearing mounted which makes the press operation vibration-free.



Sperry Corporation's letterpress printer and rotary blander for carton production, operates at speeds of 500 to 600 feet a minute, using steam-setting inks



The Month's News



Section devoted to timely items concerning men and events associated with printing. Copy must reach editor by twentieth of month preceding date of issue

BOOSTS CONVENTION

A four-page letterhead with a full-color scenic view of the Edgewater Beach Hotel printed on the inside spread is being used by the Printing Industry of America, Incorporated, to help promote its forthcoming sixty-second annual convention to be held in Chicago, October 20 to 23. James R. Brackett, general manager of PIA, in a letter to printers enclosed reservation cards with the suggestion that persons who plan to attend the convention should mail them at once to the hotel and send a duplicate form to the headquarters of the PIA in Washington, D. C.

"We are not quite ready to describe the program, except to say that it will be a better one than ever," wrote Mr. Brackett.

OFFERS EDITORIAL SERVICE

A monthly editorial service in the form of an eight-column sheet, newspaper size, filled with items, pictures, charts, and cartoons related to the printing industry is being offered by Printing Industry of America through Robbins and Barber, public relations counsel of PIA.

The first issue of this "Service for Printers" was mailed June 15 to commercial printers. For a nominal sum they may select from it such material as they would like to publish in their own house magazines, either internal or external. The subscription price includes free glossy prints, mats, or reproduction proofs of all photographs and line subjects featured. Humor and human interest features are included along with serious articles.

AWARDS SCHOLARSHIP

John S. Williams, president of the Printing Industries of Philadelphia, awarded to Herbert Hantman a four-year scholarship provided by the printers' group, valued at \$2,400, because of his having been the outstanding student of the year in the printing course of the Murrell Dobbins Vocational Technical School in Philadelphia. The award was given at a ceremony at the school on June 17. In the presentation, Mr. Williams told the audience that the four-year scholarship provides tuition, text books, and laboratory fees in the department of printing of Carnegie Institute of Technology, and that a similar scholarship

is presented each year to encourage youths of the right sort to enter the printing industry.

FTC CHECKS ADVERTISING

In a report concerning activities of the Federal Trade Commission during the month of May, reference is made to its survey of advertising matter in radio and television broadcasts, magazines, newspapers, mail order catalogs, and in foreign language publications. Apparent and probable misrepresentations detected through this survey are

THIRD DISTRICT CRAFTSMEN MEET

Featured addresses at the third district conference of the International Association of Printing House Craftsmen held in Rochester, New York, May 21 and 22, concerned progress made in the offset and rotogravure processes of printing. The two principal guest speakers were W. H. Wood, director of research, Harris-Seybold Company, Cleveland, Ohio, and W. B. Thiele, the sales manager of the graphic arts department of the Ford Instrument division of Sperry Corporation. Dele-



New officers of New York Club pictured with some International Craftsmen officers. From left, seated: Edward C. Sanna, secretary; William Gleason, first vice-president; Henry A. Schneider, president; James Goggins, second vice-president; Carl W. Westhelle, treasurer. Standing: Russell J. Hogan, Edward S. Kelley, retiring president; A. Gordon Ruiter, W. H. Griffin, Vic Van Audenhove

carefully investigated, so the report states. Statistically, the number of advertisements examined during May included 46,980 continuities for radio; 10,461 advertisements in newspapers; 20,720 advertisements in magazines; and 1,358 pages of mail order catalogs and circulars.

The number of advertisements set aside during the month of May as being possibly false and misleading were: 462 radio continuities; 404 newspaper advertisements; 631 magazine advertisements; and 50 mail-order catalogs.

WILLIAMS ELECTED PRESIDENT

E. G. Williams, president of American Type Founders Sales Corporation, was elected president of Books By Offset Lithography, Incorporated, at a meeting of the board of directors held in Chicago on May 3. Vice-president is E. B. Davis, vice-president of Ideal Roller and Manufacturing Company, and secretary-treasurer is Hugh R. Adams, Jr., president of Roberts and Porter.

gates were in attendance from Montreal, Ottawa, London, Toronto, and other printing centers in Canada, and from Buffalo and Rochester.

Mr. Thiele displayed rotogravure samples of newspaper supplements to indicate the advance made by that process of printing, then told his audience that progress in rotogravure was manifested in printing of labels and wrappers upon cellophane, aluminum foil, and glassine, besides paper. He said printers neglect these items.

"Local printers have missed the boat because they do not have the equipment," said Mr. Thiele. "There is now available rotogravure equipment which can print 15,000 square cut, accurately piled sheets an hour; presses that range from 26- to 50-inch widths, handling maximum sheet sizes of about 52 by 46 inches. That makes gravure commercially competitive for multi-color printing because of production speeds with low makeready time. I do not recommend it for one- or two-color work."

Mr. Thiele told of the limitations encountered in the rotogravure process of printing commercial color work, mentioning the engraving problem which requires a commercial printer to purchase printing cylinders and plates from outside plants.

"I have never yet seen a printer," continued Mr. Thiele, "who was not looking for a new market because when his presses become old, he has a lot of competitors. Two or three years from now, gentlemen, you can take it from me, price is going to mean something again—price and quality. And price and quality, and your position in the printing industry, are going to be based on your own skill, your own management abilities, but most important of all, on the equipment you have."

Mr. Wood in his address said that offset lithography is developing into a scientific craft and is being improved because of improved equipment and chemistry. He discussed the advanced methods of platemaking which increased production and improved quality. He also referred to other improved operational methods and predicted that "offset will not have to take any minor position among printing processes."

PROVIDE BETTER MATERIALS

More and better teaching materials for lithographing schools are being made available in the form of visual aids as a result of the work of the educational committee of Lithographic Technical Foundation, according to a report of Charles W. Latham, director of training.

Four new members to the committee have been appointed by Don H. Black, newly elected president of LTF. They are: Lawrence Brehm, Western Printing and Lithographing Company, Racine, Wisconsin; A. E. Heubach, Rust Craft Publishers, Boston; W. H. Jensen, Dando-Schaff Printing Company, Philadelphia; and Sam Weil, of the Keller-Crescent Company, Evansville. The chairman of the educational committee is Ralph D. Cole, Consolidated Lithograph Corporation.

SCHOOL ANNOUNCES COURSE

Prospective executives of lithographic concerns are being requested to enroll for a general lithographic day course to start in September in connection with the New York Trade School, New York City, of which D. J. MacDonald is dean of the lithography department. The time of students is to be divided equally between shop work to acquire trade skills and related work in acquiring comprehensive trade knowledge. More time will be devoted during the next year to photography and press operation, while chemistry and physics, as related to lithographic materials and procedures, are to be covered in addition to technicalities concerning production and production control. Only high school graduates will be accepted as students.

REED HEADS LINOTYPE

Martin M. Reed has been elected president of the Mergenthaler Linotype Company, Brooklyn, New York, according to an announcement made by the board of directors.

Mr. Reed has been associated with the company for some years, having been secretary, vice-president, and executive vice-president. He is a graduate of Lehigh University and also of the Law School of the University of Pennsylvania.



MARTIN M. REED

William J. Flather, Jr., of Washington, D. C., who was president, has been elected chairman of the board of directors. Mr. Flather served as vice-president until he succeeded Joseph T. Mackey, who retired this year after fifty-two years with the Linotype company, in a steady climb from office boy to president.

ENLARGES EDUCATIONAL WORK

The Graphic Arts Industry, Incorporated, Minneapolis, has announced that William J. Henretty, Jr., will assist the recently appointed director of education, R. Randolph Karch, in the work of conducting the Graphic Arts Technical School, and other educational activities in the program being undertaken in behalf of the membership in the six-state area the association serves. For a year, Mr. Henretty has been a member of the association's staff, of which Paul J. Ocken is vice-president and general manager.

COMPLETES EXPANSION PROGRAM

Bodine Printing Company, Michigan City, Indiana, has completed an expansion program with the installation of another Harris Offset press, 23 by 35 inch size, which is supplemented by a Harris 17½ by 22½, a Model 1250 Multilith, besides its letterpress equipment

including a Number 2 Kelly, a new Miehle Vertical, and several Kluge automatic platens. The firm operates its own art department, composes type matter by means of varitype, hand and machine composition, and does reproduction proofing, camera and platemaking for offset work. Its ratio of volume of work, so Don M. Nixon, president, reports, is three parts offset to one letterpress.

Mr. Nixon said that the firm started in 1940 with two employes and a Multilith duplicator. At present the firm employs thirty-five persons, occupies a floor space of 9,500 square feet, owns its own building, and does a volume of \$250,000 a year. Most of the accounts are industrial organizations located in six states. Associated with Mr. Nixon, who handles sales, are Paul H. Beveridge, formerly with Dana Printing Company, Muskegon, Michigan, who has recently become business manager, and S. D. Norris, secretary-treasurer of the company, who also serves as plant superintendent.

CANADA WANTS U. S. A. PRINTING

Many of the publishers in Chicago and also in other cities in the United States are being solicited by printers of Canada to transfer their contracts to producing printing plants north of the border. In letters received by publishers the following sales arguments are used:

"Because paper and labor costs are considerably cheaper in Canada, it may be possible for you to effect substantial savings by importing at least part of your printing requirements from this country. Printing plates enter Canada, duty free. Other factors such as excellent highway, rail, and air facilities place us in a strategically good position from a production and delivery point of view. Canadians have been asked by their Government to give priority to exports to the United States in order to help bring our adverse balance of trade with the United States in line. Because of this there is a greater than ordinary desire on the part of all Canadians to serve you."

Reference was made in the letter to the modern equipment of the printing plant in question and the round-the-clock production schedule with equal quality and improved service assured.

STRESSES NEED FOR EFFICIENCY

One minute of time lost by a compositor costs 12½ cents in Boston, so says Frank Lightbown, of Cecil H. Wrightson Company, Boston, who recently gave a talk to the Connecticut Printing Production Club, Hartford. The speaker argued that since the cost of minutes is increasing, the need for using labor more efficiently is urgent.

"Labor is the predominant cost factor in typesetting and in other phases of printing as well, and unless we get more production to offset higher wages, we will price our product out of the market," said Mr. Lightbown.

PLANT UNDER CONSTRUCTION

I. S. Berlin Printing and Lithographing Company, Chicago, and its affiliate, Marshall-White Press, have started construction work on a one and two-story structure, which, when completed, will represent an investment of \$2,000,000.

The company now occupies 160,000 square feet of floor space located on seven different floors, in consequence of which routing of work cannot be arranged most economically. In the new structure all manufacturing operations will be on one floor, making possible straight line production, and the 125,000 square feet of floor space provided for in the construction of the first unit will actually allow more working space than in the present set-up. In the new construction no stairways nor elevator spaces will interfere with the layout of the plant. In the new factory, the office of the general superintendent is on a mezzanine floor, with a view of operations of the entire plant. The ground area has 350,000 square feet of space.

An arrangement to expedite production and handling of stock is the railroad siding. The flow of paper from that intake to the delivery room without backtracking will be achieved in this manner.

Construction materials will be of glazed brick for exterior walls; heavy duty concrete for the floors; precast concrete for tile roofs supported by structural steel framing and covered by insulation and composition roofing. Skylights and special interior lighting permit accurate matching of colors, and special rooms will be provided for customers who wish to check work in process. Facilities for the comfort of employees will include rest rooms, locker rooms, lunch rooms, and numerous first aid arrangements which will be located in convenient places.

General offices of the firm will be located on the second floor of the structure. Air-conditioning, double-glazed windows, soundproofed ceiling, fluorescent lighting, convactor radiators recessed in walls, and special flooring are some of the many features that are being incorporated in the construction of the offices.

Much of the present equipment of the firm will be replaced by new, espe-

Current News and The Bible

BY DEACON CLEARSIGHT

Seeking first God's interests in the affairs of the world is illustrated in the news story transmitted by the wire service of United Press concerning Paul E. Lease, headlined in a Chicago newspaper: "Trades \$20,000 Job For Pulpit." Mr. Lease was a sales executive in Detroit who "resigned a \$20,000-a-year job to accept an Evangelical United Brethren pastorate at Hughesville, Pennsylvania, paying \$2,000 annually, church officials have disclosed."

Matthew quit his tax-collecting business; Peter, his fishing business; Moses, his sheep business—each quit business to become a preacher. The world needs faithful preachers, and it needs professional and business men to put into daily practice the teachings of Jesus Christ who said: "If ye know these things, happy are ye if ye do them." There's the key to happiness!

Other biblical quotations from Protestant, Catholic, and Jewish versions, follow:

"Seek ye first the Kingdom of God and His righteousness, and all these things shall be added unto you." (St. Matthew 6:33.)

"Peter, turning about, saw that disciple whom Jesus loved, following . . . When Peter had seen, he saith to Jesus: Lord, and what shall this man do? . . . Jesus saith to him, So I will have him to remain till I come, what is it to thee? Follow thou me!" (St. John 21:20-22.)

"And Moses said unto God. Who am I, that I should go unto Pharaoh, and that I should bring forth the children of Israel out of Egypt? And He said, Because I will be with thee . . ." (Exodus 3:11, 12.)

cially in the lithographic department which has been expanded within recent years.

I. S. Berlin, founder and president of the firm, an attorney by education, started in the printing business in 1920, with a small Gordon shop occupying 1200 square feet of space, and steadily progressed until at one time he owned seventeen Miehle Vertical presses, and other letterpress equipment, including numerous cylinders. He then became interested in lithography, and acquired such volume that he decided to develop that branch of the business. His present litho volume is several time larger than his letterpress volume.

REPORTS ON RESEARCH

Photoengravers Research Incorporated now comprises sixty-five firms throughout the United States, according to a report given to the board of directors at a meeting held in Columbus, Ohio, on June 21, by J. Homer Winkler, of Battelle Institute, who is executive director. One action of the group was to make available to all photoengravers, without commissions or fees for selling the device, the P.E.R. Copper Colorimeter, which makes possible quick and easy determination of the copper content of ferric chloride etching solutions. Another decision was to authorize increased research efforts on the electrolytic etching of copper and on the deep etching of copper, employing an electrostatic dusting technique for sidewall protection. Preparation of a manual on the ferric chloride etching of copper was also authorized at the board meeting.

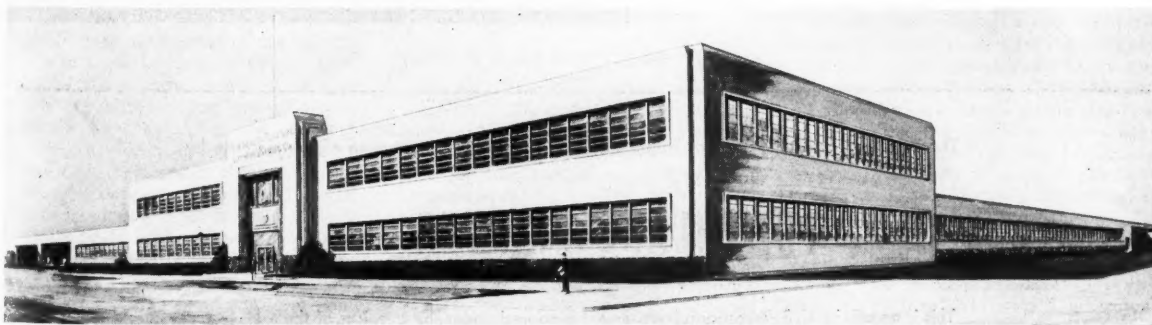
POSTPONE WAGE ENFORCEMENT

September 15 has been designated as the date upon which enforcement will begin of the "overtime on overtime" provisions of the recent decision of the United States Supreme Court, according to William R. McComb, administrator of the Wage and Hour and Public Contracts Division of the Department of Labor. He said that the postponement was made from July 1 to September 15 because both labor and management sources indicated that more time was required for making adjustments, or "revisions of collective bargaining agreements due to varying requirements of union agreements."

Mr. McComb explained that the major problem for management and labor growing out of the Supreme Court decision is that of "bringing union agreements and employer practices into accord with the court's decisions."

JOINS COLONIAL PRESS

The Colonial Press, Incorporated, of Clinton, Massachusetts, which has more than doubled its production capacity in book manufacturing within the past two years, has announced that J. J. A. Hossenlopp, for many years with the J. J. Little & Ives Company, became associated with its New York office on July 1.



Architect's drawing of plant under construction for I. S. Berlin Printing & Lithographing Company, Chicago and affiliate, the Marshall-White Press

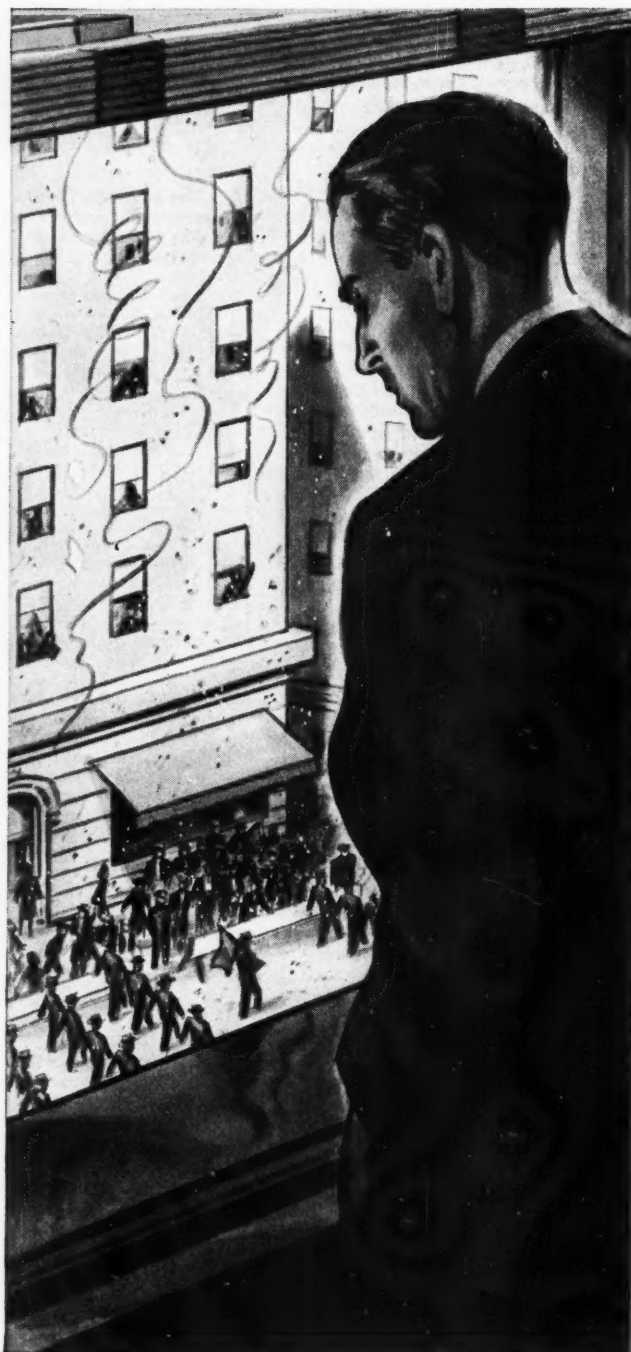
MEMO TO PRESIDENTS WHO WATCHED THE BAND GO BY!

HERE'S ONE parade that isn't "all over but the shouting" after the band has passed. It's the Payroll Savings Plan for the regular purchase of U.S. Security Bonds by employees.

Though the formal spring campaign to sell Bonds is over, any company can still move forward with the parade. Right now thousands of companies are putting *additional push* behind their Payroll Savings Plans. Managements of many companies that have not yet participated are *now installing* the Plan.

It's a "look-ahead" plan, that benefits employee, company, and nation. Every \$3 invested in Bonds pay \$4 at maturity. Personnel records in the plants with active P.S.P. programs show improved employee attitudes—evidenced by less absenteeism and fewer accidents—as the individual's sense of security grows with Bond purchases. And every Security Bond dollar built up in the Treasury retires a dollar of the national debt that is potentially inflationary. It means less bidding-up of prices. Moreover, Bond buyers are better citizens because they have a tangible stake in the nation's future.

It's just as easy to take action now as when the campaign was at its height. Just call your Treasury Department's State Director, Savings Bonds Division, and ask for the material that helps to get a Payroll Plan started or to keep it rolling.



The Treasury Department acknowledges with appreciation the publication of this message by

THE INLAND PRINTER

This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and the Advertising Council.



JAMES F. NEWCOMB

James F. Newcomb, one of the founders and first president of Printing Industry of America, Incorporated, and head of his printing concern, James F. Newcomb Company, New York City, died in Roosevelt Hospital, June 15, after an illness of several months. He retired from the presidency of PIA at the convention last September at French Lick Springs, Indiana, and was presented with tokens of the esteem of his fellow-printers from all over the United States for his achievements in advancing the interests of the industry, at a time when help was essential.



JAMES F. NEWCOMB

Mr. Newcomb was born May 5, 1880, at West Dennis, Cape Cod, Massachusetts. As a boy he decided that he would not become a seafaring man like the eight generations of Newcombs before him, but he got a job at twelve years of age with John H. Gresham, a printer-stationer, in New York City. Following Mr. Gresham's death in 1912, Mr. Newcomb acquired the business and changed its name to James F. Newcomb Company, and expanded it to do general commercial printing. He conducted his business very efficiently, and prospered through specializing in form printing for large corporations on long term contracts, among which was the Bell Telephone system.

He became prominent in the affairs of the printing business generally during the recent war when it became apparent that various governmental agencies were ignoring the printing industry at Washington, making very difficult for printers to obtain the raw materials, paper particularly. He was the representative of the New York Employing Printers Association in a project in which the Graphic Arts Association of Illinois joined to underwrite expenses of promoting a national movement among printers to insist that the United States Congress and gov-

ernmental agencies consider the needs of the graphic arts industry.

The movement was eminently successful under Mr. Newcomb's leadership. He used every possible medium of publicity, and worked through local printers' groups to interest congressmen and other officials to heed the printers' appeals. The result was that paper conservation movements were put into effect, and printers succeeded in increasing press impressions as a result. A congressional hearing on paper production and conservation was one means used by Mr. Newcomb to advance the cause of the printers.

After the war, New York, Chicago, Detroit, and other printers' groups which had not been associated with the United Typothetae of America, activated a movement to utilize the UTA as a nucleus and nationalize the printers' organization. Mr. Newcomb and other leaders worked incessantly on the job until the Printing Industry of America, Incorporated, came into being as the successor of the UTA. Mr. Newcomb was chosen president. With enthusiasm, he devoted himself to the task, delegating the management of his own business to well-trained executives. The PIA has prospered, and its voice is heard and heeded in governmental circles. Due credit was and is being given to James Newcomb for his exceptional qualities of leadership which made the success possible.

Mr. Newcomb was married early in life but his wife, Marie Kellogg Newcomb, died in 1924. They had no children. A sister survives, Mrs. Harvey D. Ward, who resides in Safety Harbor, Florida.

Executives of printers' associations from all over the United States were at the funeral services held in New York City on June 17.

OFFER SLIDE-LECTURE

Graphic arts groups are being offered the use of a pictorial presentation of "The Manufacture of Coated Book Papers" which consists of seventy-five slides in full-color produced by the Watervliet Paper Company, of Watervliet, Michigan. At the showings, descriptive comment is given by a mill representative. Among other things the pictures show color-micrographs of book paper fiber, mill-flow diagrams, beaters, jordan, and other views of paper production.

RESUMES MANUFACTURE OF ITEM

Printing ink matching kits, designated the "IPI Match Box," have been made available again by the International Printing Ink division of Interchemical Corporation, according to an announcement by George Welp. Each kit contains eleven tubes of inks and compounds, a mixing and measuring slab, two mixing knives, tube rolling keys, six special tube caps, in addition to directions contained in an instruction book and a simplified color-matching chart.

LOCAL GROUPS ELECT OFFICERS

Officers were elected by Printing Industries of Philadelphia, Incorporated, at its sixtieth annual meeting, as follows: president, John S. Williams, Williams and Marcus Company; first vice-president, J. Wallace Scott, Jr., Allen, Lane and Scott Incorporated; second vice-president, George L. L. McGinley, Ketterlinus Litho Manufacturing Company; treasurer, Ralph V. DeKalb, Alfred J. Jordan, Incorporated; recording secretary, William A. Rigley, R. W. Hartnett Company. The executive secretary of the group is Harold F. Fiedler.

The Ohio Printers Federation elected officers at its annual meeting held in Columbus on May 22, as follows: president, Frank Pfeiffer, Reynolds and Reynolds Company, Dayton; the vice-president, Bert Wilson, Wilson Printing Company, Ashland; R. Reid Vance, secretary-treasurer, general manager of the Federation, has his offices in Columbus.

New York Employing Printers Association, at its annual meeting on May 24, elected these officers: president, Sampson R. Field, Publishers Printing Company; vice-president, A. F. Oakes, Charles Francis Press, Incorporated, and Cassel Ronkin, Marbridge Printing Company; secretary, Charles E. Bieth, Milton C. Johnson Company; treasurer, Harold M. Davis, Davis-Delaney, Incorporated.

SERVICE MANUALS PUBLISHED

The Monomelt Company, of Minneapolis, has completed a series of seven manuals illustrating the operations of Monomelt devices in relationship to various typesetting and casting machines. The manuals vary in size from 36 to 48 pages, 8½ by 10 inches, and contain illustrated descriptions of the Monomelt system of remelting metals. The views show in each manual all the parts of the machine and precisely how they fit together. All steps required to install the particular device are covered by means of words and pictures, and likewise maintenance procedure is covered.

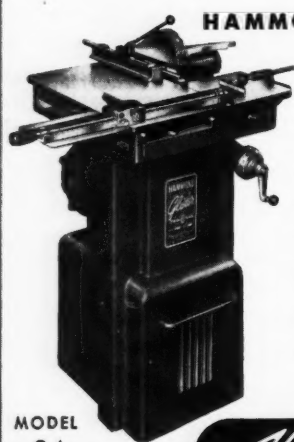
Titles of the seven manuals are: Electric Intertypes and Linotypes; Gas Linotypes and Intertypes; Electric Ludlows; Gas Ludlows; Electric Elrods; Gas Elrods; and Plane-O-Plate Shavers.

"With the completion of the program, Monomelt is in a position to give even the remotest market the same efficient service it always has provided in metropolitan areas where trained service men are available immediately," is one of the statements in the announcement of the company. "The new program also sets up a direct sales system that is of major benefit to Monomelt users as well as to the Monomelt Company and its dealers. The dealer now handles all details of the sale from the first contact with the customer to the installation of the Monomelt equipment."

*Step up
and saw with a*

TRIMOSAW

FOR PRECISION
SMOOTHNESS
SPEED



MODEL
G-4

HAMMOND *Glider* TRIMOSAW

The Hammond Glider TrimSaw is "The Saw with the Ball Bearing Table". It is the finest ever built by ourselves or anyone and is the standard of comparison.

HAMMOND *Mercury* TRIMOSAW

The Hammond Mercury TrimSaw is "The Saw with the Ball Bearing Gauge". It is the best of all the other makes as it has all the famous Glider features other than the ball bearing table.



MODEL
M-9

Hammond Machinery Builders
INC.

1616 DOUGLAS AVENUE

KALAMAZOO, MICHIGAN

BRITISH PRINTERS REPORT

More time has been spent in labor negotiations by the British Federation of Master Printers during the past year than in any similar period in twenty years, so Colonel G. S. Lockwood, retiring president, reported at the annual meeting of the organization in England, June 1. He said that the difficulties in matters of wage applications seemed to be part of the general industrial picture at the present time and "it was not solely in the matter of wages that employers had problems, making their task of serving industry and the community an onerous one in this postwar period."

Colonel Lockwood reported that in connection with the government's call for expansion of exports, the officers of the BFMP publicized the idea that the printing industry is of prime importance in stimulating sales in helping the necessary expansion of markets. He said that welcome recognition materialized when the Control of Engagement Order was published classifying printing and bookbinding "as one of a limited number of very important industries which are undermanned."

DEVELOP APTITUDE TESTS

Aptitude tests that were initiated by Graphic Arts Association of Illinois, now being worked out with the aid of the Government Printing Office at Washington, D. C., under the direction of an organization of personnel analysts, will be made available for the industry through Printing Industry of America, Incorporated, so Donald L. Boyd has recently announced. His announcement was made in a talk given at the conference of the National Graphic Arts Education Association in New York City, June 22.

The system being employed was developed by the University of Chicago and through the co-operation of John J. Deviny, Public Printer of the United States, will be tested in the Government Printing Office. On the basis of the known skills of journeymen in the GPO, certain standards will be set up which can be used to measure potentials of students and apprentices.

Commenting upon the system which he said he hoped would be ready in a few months, Mr. Boyd said: "I believe that the intelligent use of well-conceived aptitude tests will take a great deal of guesswork out of selecting the right man for the job, and the right job for the man. It should result in fewer square pegs in round holes."

ELECT HENDERSON PRESIDENT

John G. Henderson, supervisor of the printing department of Washburne Trade School, of Chicago, was elected the president of the National Graphic Arts Education Association at its annual conference in New York City from June 21 to 23. Hartley E. Jackson, of the San Jose State College, California, is vice-president. Patrick

S. Boughal, New York School of Printing, will serve as secretary; Vincent C. Coyne, Middlesex County Vocational School, Brunswick, New Jersey, is treasurer.

Fred J. Hartman, educational director, in his annual report showed that the income was \$9,447.34 and expenditures were \$8,061.95, which indicated a



JOHN G. HENDERSON

greater interest on the part of the printing industry in the educational program by which apprentice personnel is enlisted into the industry. Mr. Hartman reported that the printing education week observance during the week of January 11 to 17 this year was greater than ever and that more groups are promoting its observance, such as the International Association of Printing House Craftsmen and the Printing Industry of America, Incorporated. He also reported on the results of the twelfth annual essay contest which resulted in 15,000 essays having been written by students of 400 high schools. Regional conferences on printing education have also increased. New projects proposed included a revival of the annual graphic arts lecture series at Carnegie Institute of Technology, a "scrap-book" contest, and increased committee work.

J. Henry Holloway, principal of the New York School of Printing, was guest of honor at a dinner during the convention. Numerous eulogies were paid him in connection with his retirement after fifty years of service in teaching.

Schools of printing fill a definite need in communities, and with a well-planned and properly executed program of public relations, promote a better understanding between industry and the schools, was a thought expressed in a speech Wesley E. Carter, director of public relations of the Mergenthaler Linotype Company, made before the association.

PAPERMAKER RAISES WAGES

Nekoosa-Edwards Paper Company, Port Edwards, Wisconsin, increased wages of its employees 10 per cent, effective June 6, according to John E. Alexander, president and general manager. The second shift was awarded an increase differential of four to six cents an hour, and the third shift from six to eight cents an hour more than the regular day shift. The work week is 40 hours. Vacations of 44 hours pay are part of the agreement to employees having worked more than one year and less than five years with the company, while persons with a record of more than five years receive 88 hours vacation pay. A pension plan now in effect is under study for improvements. Base pay for male employees is now \$1.21 an hour, an increase of 55 cents since V-J Day. Many of the factory jobs are rated higher than base pay.

PAPER COMPANY HONORED

Mrs. Mary Millikin Beckett, widow of Thomas Beckett, was guest of honor at the Beckett centennial celebration sponsored by the board of directors of Hamilton Chamber of Commerce, on June 8. In attendance were representatives of civic and business activities.

Mrs. Beckett was recipient of a bronze plaque presented by the business men to the company in honor of the centennial. Mrs. Beckett responded informally, telling of some of the incidents of her career as the wife of Thomas Beckett, and the mother of seven children, in relationship with the history of the paper mill near which the Beckett residence is located.

Preceding her on the program were Robert M. Sohngen, judge of the Supreme Court of Ohio, who was toastmaster; Frank K. Vaughn, a Hamilton business and civic leader; Jerome J. Zettler, an electrician employed by the Beckett Paper Company; Frederick H. Chatfield, of the Chatfield & Woods Paper Company and a great grandson of the first customer of the Beckett Paper Company a hundred years ago; and Reuben B. Robertson, president of the Champion Paper and Fibre Company, and a past-president of the American Paper and Pulp Association. In paying tribute to the Beckett Paper Company, Mr. Robertson spoke of the company's "phenomenal record" during the past century, and said that "it has been a torch-bearer for constructive capitalism."

BOOK PRODUCTION DOWN

Because Edinburgh, Scotland, printers are unable to handle all the current book production offered them, the business is being sent to Canada, New Zealand, Australia, and the Netherlands.

Shortages of paper and labor, both skilled and unskilled, are plaguing the Edinburgh printers, and they feel that some of the work will be permanently lost, since publishers abroad will make strenuous efforts to retain it.

OVERTIME-ON-OVERTIME

Legislation by the United States Congress to put a definition of the term "regular rate" into the Wage-Hour Law is urged in a bulletin issued by J. Raymond Tiffany, general counsel of Book Manufacturers Institute, Incorporated. He commented upon the recent decision of the Supreme Court upholding "the claim of a relatively few longshoremen to overtime on premium time." He said that the Court "ruled under a collective bargaining contract, providing for a straight time hourly rate for work during certain hours, and an overtime rate for work during all other hours, that regular rate is computed by dividing weekly wages received by the number of hours worked in the week."

"Congress failed to put a proper definition of the all important term 'regular rate' into the Wage-Hour law," wrote Mr. Tiffany. "It left the matter to the Administrator. The result—chaos. In a companion chaos—the portal-to-portal hoax—Congress did intervene, and by simple legislation has done away with much of the unwarranted litigation which threatened industry. Congress can and must legislate on the 'overtime on premium time' issue which in point of cost to our economy is infinitely greater than the portal case."

He further commented that business men are supposed to know the law where even judges disagree and that collective agreements entered into in good faith mean nothing under the Supreme Court decision. Another difficulty which the decision presents is "the absolute inability of counsel to advise clients on the proper course to follow with any reasonable assurance that the courts will sustain him."

The Employers Association of Chicago issued a special bulletin on the subject to its members urging support of "corrective legislation on overtime-on-overtime which is covered by the Goodwin Bill."

FORMULATE TRADE PRACTICES

Proposed rules to promote fair trade practices in the trade pamphlet bindery industry of the New York City area have been compiled as a result of the trade conference sponsored by the Federal Trade Commission which was held June 30. Included in the discussion were unfair procurement and wrongful use of competitors' confidential information; commercial bribery; defamation of competitors; transactions below cost; and unlawful discrimination in prices, allowances, services, or facilities.

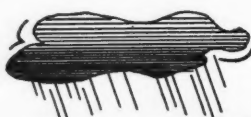
Following the publication of the draft of the proposed rules, the Federal Trade Commission will arrange for a public hearing to which all interested persons will be invited to suggest modifications and amendments. Following approval by the FTC, the rules will govern the industry.

LINCOLN H. ROSCOE

Lincoln H. Roscoe, for more than sixty years in the printing business in Vermont, "Vermont's oldest printer," died at Essex Junction, April 20. He was born in Jericho, Vermont, February 4, 1866, and as a boy studied printing. At seventeen, he went to Battle Creek, Michigan, and worked in the printing office of the Review and Herald Publishing Association for a number of years. He returned to Jericho, where he established the Roscoe Printing House in 1888, which he moved to Essex Junction in 1904. For most of his years as a printer, Mr. Roscoe read THE INLAND PRINTER.

ISSUES FIRST SUNDAY EDITION

The *Deseret News*, published and owned by the Mormon Church in Salt Lake City for the past ninety-eight years issued its first Sunday edition on May 16, with 102 pages, including a rotogravure section. The newspaper was established June 15, 1850, three years after the Mormon pioneers settled in that area. At first the newspaper was published weekly, and in 1867 began on a daily basis, except Sunday. Now publication of 300,000 copies are being published daily and Sunday, with paper supplies being assured because of the recent purchase by *Deseret News* and other newspapers.



BLAME IT ON THE WEATHER

Printers have known for several years that changing weather conditions are the cause of many of their troubles. Throughout most of the year they are burdened with static, poor register, offsetting, wrinkling, and numerous roller adjustments.

Now it is possible to control these problems by eliminating the cause.

Bahnson AIR CONDITIONING

FROM THE SMALLEST JOB SHOP

where inexpensive Bahnson Centrifugal Humidifiers will accurately control humidity at the proper level.



TO THE LARGEST PLANT

where refrigerated air conditioning gives absolute year-round control over temperature and humidity—"the weather" in your plant.

Write for Bulletin 333

Bahnson System
AIR CONDITIONING ENGINEERS

THE BAHNSON CO. WINSTON-SALEM, N. C.

886 Drewry St., Atlanta, Ga. 93 Worth St., New York City 703 Embree Crescent, Westfield, N. J. 553 S. Figueroa St., Los Angeles, Cal.
W. J. Westaway Co., Ltd., Hamilton, Ontario 8-3 Virginian Apts., Greenville, S. C.

of the eight-million-dollar paper manufacturing establishment of the Hawley Pulp and Paper Company, at Oregon City, Oregon.

JOHN J. CARROLL

John J. Carroll, founder and president of the Sinclair and Carroll Company, with headquarters in New York City, died at his home in New Rochelle, New York, on June 8, after a brief illness. He was seventy-eight years of age. Prior to his having established his own ink manufacturing company in 1923, he had been associated with Sinclair and Valentine Company as vice-president.

POSTAGE RATES TO INCREASE ON JANUARY 1

• RATES OF postage, effective January 1, 1949, were increased by the enactment into law of what is known as "The Postal Rate Revenue and Salary Act of 1948" during the final hours of the Eightieth Congress. The National Council on Business Mail, Incorporated, with headquarters in Chicago, has issued a bulletin to its members remarking that "the increases are highly unfair and discriminate against third and fourth class mail users, as they are the only class of mail users requested to make any contribution to

the wage increases and higher postal costs resulting from this legislation"; and that "second class rates were untouched in this bill in spite of their 1947 deficit of \$148,000,000."

The manner in which the organization fought proposed increases is told in the bulletin, but the "combination of wage increases and rate increases was evidently too much to be overcome." Continuing, the bulletin reads: "However, the fact that we were able to have the effective date extended from August 1 to January 1, 1949, is some consolation. We are sure our members will not underestimate the benefit and value of this concession."

Postal rates under the new law and the present rates are shown, in part, below:

First class mail: air mail is raised from 5 cents an ounce to 6 cents an ounce; air mail post cards (a new item), 4 cents.

Third class mail: For miscellaneous printed matter and merchandise weighing less than 8 ounces—first 2 ounces or fraction, raised from 1½ cents to 2 cents; each additional ounce raised to 1 cent (present rate is 1½ cents for each additional two ounces); bulk rate per pound raised from 12 to 14 cents; minimum per piece remains 1 cent. A fee of \$10 per year is to be paid for the privilege of making bulk mailings.

Books, catalogs of 24 pages or more; seeds, cuttings, bulbs, roots, scions, and plants up to 8 ounces, mailed in lots of less than 200 pieces, have been increased as follows: first 2 ounces, from 1 to 1½ cents; each additional 2 ounces, from 1 to 1½ cents; bulk rate per pound, from 8 to 10 cents; minimum postage per piece remains the same at 1 cent.

Third class mailings of such size and form as to prevent ready facing and tying in bundles and requiring individual distribution throughout will be subject to a minimum charge of 3 cents per piece.

Fourth class mail: Increases in this class range from about 15 to 25 per cent for parcel post Catalogs and similar printed advertising matter weighing more than eight ounces but less than ten pounds have been increased (effective January 1) in the local zone, from 5 cents to 7½ cents for the first pound, and from ½ to 1 cent for each additional pound; first and second zones, increased first pound from 5 to 8 cents, and each additional pound from 1 to 1½ cents.

Similar rates of increase are shown until the fifth zone. This has increases from 8 to 12 cents a pound for the first pound, but additional pounds are reduced from 4 to 3 cents; in the sixth zone the first pound is raised from 9 to 13 cents, and additional pounds reduced from 5 to 4 cents; in the seventh zone, the first pound has been raised from 10 to 14 cents, and additional

If you can print ungummed paper, — you can print...

"flat as a pancake"
gummed paper

Over thirty grades
of white and colors
in Dextrine, Strong
and Special glues.

The Brown-Bridge Mills, Inc., Troy, Ohio

NEW YORK
389 Fifth Ave.

CHICAGO
608 S. Dearborn

ST. LOUIS
3739 Olive St.

SEATTLE
2416 First St.

SAN FRANCISCO
420 Market St.

pounds reduced from 6 to 5 cents; in the eighth zone, first pound increased from 11 to 15 cents, and additional pounds reduced from 7 to 6 cents.

Books will be increased from the present rate of 4 cents for the first pound to 8 cents, and additional pounds from 3 to 4 cents.

Special handling, applying only to fourth class mail, has been increased from 10 to 15 cents for the first two pounds; over two pounds and less than ten pounds, from 15 to 20 cents; and over ten pounds, from 20 to 25 cents.

Special delivery rates will increase as follows: first class, two pounds or less, from 13 to 15 cents; over two pounds and less than ten pounds, from 20 to 25 cents; over ten pounds, 25 to 35 cents. In second, third, and fourth class mail, special delivery rates have been raised for two pounds and less, from 17 to 25 cents; for over two pounds and less than ten pounds, from 25 to 35 cents; and over ten pounds, from 35 to 45 cents.

Increases have also been made in fees for money orders, postal notes, registered mail, insured mail, return receipts for insured mail, and C.O.D. mail.

DISCUSS GRAVURE RESEARCH

Gravure Research Incorporated, comprising in its membership fourteen of the large rotogravure printers of the United States, held its first annual meeting at Battelle Institute, Columbus, Ohio, on June 1, and elected officers as follows: president, George A. Preucil, Chicago Rotoprint Company; first vice-president, C. J. Murray, Philadelphia Inquirer; the second vice-president, R. H. Simpson, C. T. Dearing Printing Company, Louisville; secretary-treasurer, W. H. James, of New York Daily News. Members provide \$25,000 a year to conduct research in gravure printing.

At the meeting, the technical researchers reported to the membership on methods for measuring the moisture content of carbon tissues; amount of dichromate absorbed by the paper and gelatin of the tissue; rate of depletion of dichromate sensitizing solution during use; rate of penetration of ferric chloride through the developed carbon tissue resist on copper; and the measurement of tonal densities of developed resists. In addition the technical committee discussed light sources, dark reaction, and production problems.

Besides those named, firms which are members of the research group are: Standard Gravure Corporation, Louisville; Art Gravure Corporation, New York City; R. R. Donnelley & Sons Company, Chicago; Kable Brothers Company, Mount Morris, Illinois; Intaglio Service, Incorporated, New York; Intaglio Service, Incorporated, Chicago; Art Gravure Corporation of Ohio; Detroit Gravure Corporation; Art Color Printing Company, Dunellen, New Jersey; and the Chicago Tribune.

HOW PATENT INSIDES STARTED

How the idea of running "patent insides" of weekly newspapers started during the Civil War is told in a booklet issued by the Western Newspaper Union in explanation of what the company is, and how it operates today. A young publisher of a weekly paper was obliged to enter military service in the Sixties, so asked a neighboring publisher to print his paper each week during his absence. The old man did so for a number of weeks, then discovered that the job was more of a task than he had bargained for. He decided to keep faith however, and devised a way of running national and state

news from the same type on pages in his own paper and that of his neighbor.

The scheme worked, so he offered his services to other young publishers who had to go to war. With that success achieved, he produced all general news on one side of a four-page sheet, and offered to furnish them to overworked country publishers who could run local news on the other side. They took to the idea, and thus was developed the basic plan of "ready-prints" upon which the Western Newspaper Union has built its business. How the company expanded its business to include the sale of paper and other supplies to printers, and then went into the printing business, is told in the booklet.

CATALOGUE!

Ennis

WRITE FOR OUR NEW CATALOGUE!

ENNIS TAG & SALESBOOK CO. MFRS OF PAPER PRODUCTS ENNIS, TEXAS

The advertisement is a collage of various products offered by Ennis Tag & Salesbook Co. At the top, a booklet titled 'CATALOGUE!' with the 'Ennis' logo is shown. Below it, several index cards are displayed, some with the 'Ennis' logo and others with text like 'INDEX CARDS'. There are also various forms and booklets, including one titled 'GUTHY FOOD MARKET', another titled 'Curtis-Wright Corporation', and a 'Just Check' form. A 'Collection Agency' form is also visible. The bottom of the advertisement features the company name 'ENNIS TAG & SALESBOOK CO.' and 'MFRS OF PAPER PRODUCTS ENNIS, TEXAS'.

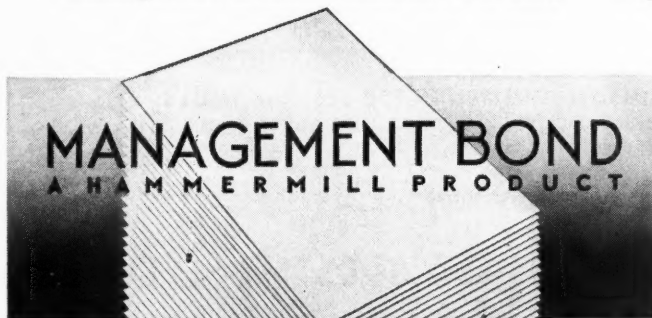


"REORDER" is just another name for "second profit." You get reorders on Management Bond, the watermarked Hammermill product, because this paper helps you deliver the original order on time, print it right and price it right.

Management Bond is uniform... a fast,

economical performer in your shop... an efficient worker in your customer's business.

Available to you in white or colors, in standard weights and sizes through Hammermill Agents all over the country. Send for sample book. Hammermill Paper Company, Erie, Pa.



Send this coupon to your Hammermill Agent or mail to Hammermill Paper Company, 1601 East Lake Road, Erie, Pennsylvania.

Please send me—FREE—a sample book showing Hammermill's MANAGEMENT BOND.

Name

Position

(Please attach to, or write on, your business letterhead) IP-JUL.

Please Mention THE INLAND PRINTER When Writing to Advertisers

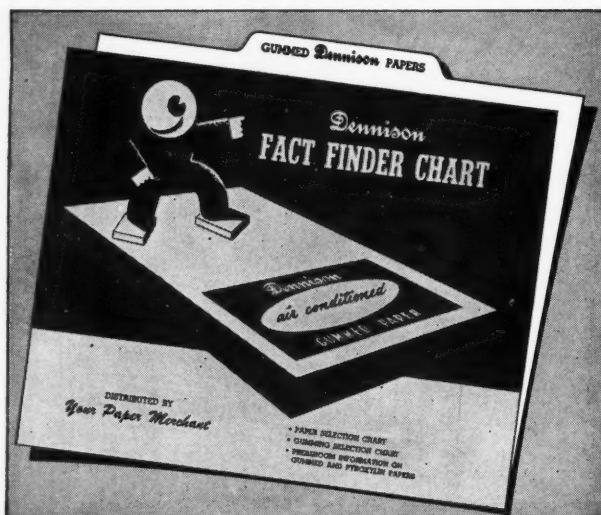
PRINTERS!

New Tools For Building Your Gummed Label Business

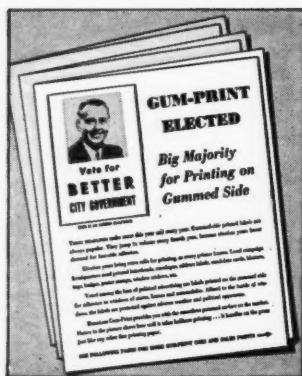
*How to select the right Paper
and Gumming for every job...*

*How to handle Gummed Papers
in your Pressroom*

Here it is . . . complete . . . in the Dennison Gummed Paper Fact Finder . . . all the data you need to select, print and SELL Gummed Paper. This helpful information is compact, timely, practical. Just check your job against the easily read charts and you come up with the RIGHT answer that saves you time and money . . . the answer that builds customer satisfaction! The Fact Finder is an essential for your files . . . get your free copy now from your Paper Merchant.



Here is the handy Dennison Gummed Paper Fact Finder . . . file folder size and format . . . put it to work!

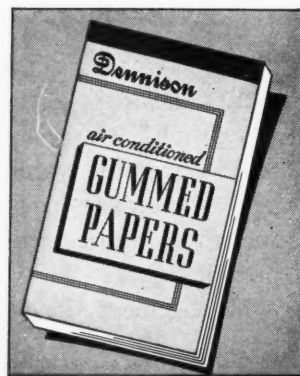


NEW SERIES OF PRACTICAL SPECIMEN SHEETS

To help you sell more printed gummed labels we offer you a new series of Specimen Sheets full of profitable selling suggestions and helpful pressroom hints. It supplements the Dennison Gummed Paper Fact Finder. It is free to you . . . The first issue tells how to sell and handle GUM-PRINT. Get it from your Paper Merchant!

NEW DENNISON GUMMED PAPER SAMPLE BOOK

Gives you the complete range of Dennison Papers, white and colors, and added information on regular and special gummings and their correct usage for every job. You need it for your files . . . Ask your Paper Merchant!



HOW TO GET THESE NEW DENNISON GUMMED PAPER SELLING TOOLS

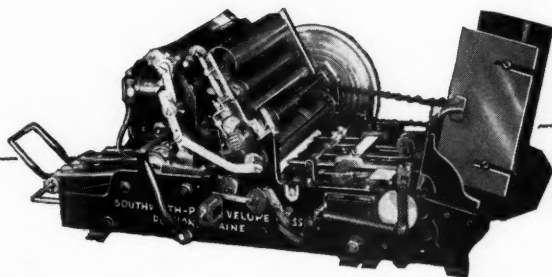
Just ask your Paper Merchant for any or all of the above . . . the FACT FINDER, the SPECIMEN SHEETS, the SAMPLE BOOK. If you want name and address of your nearest merchant handling the Dennison Line, write to:

GUMMED PAPER DIVISION

Dennison Manufacturing Co.

FRAMINGHAM, MASSACHUSETTS

Print Both Face and Flap of Envelope In One Operation



10,000 TO 18,000 PER HOUR

ON THE

SOUTHWORTH-POST LIGHTNING SPEED ENVELOPE PRESS

Simple - Vibrationless - Sturdy - Compact

Yes, just feed the envelopes out of their box into the Lightning Speed Press magazine. The press will automatically open the flaps, print on flap or face — or both — cleanly, accurately, and at the rate of 10,000 to 18,000 an hour, according to the weight and condition of stock.

Prints from type, linotype, electros, Ludlow, or rubber plates. Handles sizes 5 to 12 commercials, and baronials. Speed and accuracy on warped stock and window envelopes. Positive feeding, automatic im-

pression throw-off, automatic stop. Instant, variable speed control.

The Southworth-Post Lightning Speed Envelope Press is a time saver and a money maker. It delivers printed envelopes at extremely high speed, each envelope accurately printed and free from slurring. It is the only press that automatically prints envelopes with the flaps open. Humidity, heat, cold, or static positively do not affect feeding.

Write for full information regarding this unique press.

SOUTHWORTH MACHINE CO.

GRAPHIC ARTS DIVISION

30 Warren Avenue, Portland, Maine

INITIATIVE ENTERPRISE

Growing with cash investments from plowed back earnings, ventured again and again in research development and laboratory tests, offers new opportunities and a new start for

NEWSPAPERS, MAGAZINE and BOOK PUBLICATIONS

via

A NEW TRAIL in PRINTING

Promoting Private Enterprise, Freedom to Work and to Achieve Peacetime Prosperity, also Augmenting the American Way of Living in the World of Tomorrow.



**NEW COLOR REPRODUCTION EQUIPMENT
NEW PHOTOTEXTYPE COMPOSING MACHINES
NEW CYLINDER MAKING EQUIPMENT
ELECTRO-MIGRATETIC MULTICOLOR PERFECTING
PRESSES**



HUEBNER LABORATORIES

**New York 17,
New York**

YOUR CHOICE

OF THE BEST MONEY CAN BUY IN
MODERN PRESS-ROOM, BINDERY
AND COMPOSING ROOM EQUIPMENT.

One of Chicago's important publication and commercial plants, the Blakely Printing Company, has been dissolved. The former shareholders have appointed Type & Press of Illinois, Inc., as their sole selling agents.

The following equipment is available for inspection and will be sold piecemeal for cash at fair market price.

COMPOSING ROOM—

- 3 Vandercook proof presses
- 9 Linotype machines, Models 8 & 25
- 50 Extra Linotype 90 channel magazines
- 90 Fonts of matrices
- 4 Monotype casters including Giant caster complete monotype department including key-board, matrices, wedges, stop-bars, material making molds, justifying scales, etc.
- 9 Hamilton steel imposing tables
- 1 Ludlow No. 01985, electric pot
- 4 Ludlow Cabinets, spacing material
- 80 Fonts Ludlow matrices including Tempo series, Karnak, Bodoni, Mandate, Eden and Coronet.
- Complete all accessories including Ludlow surfacing machine, 8 sticks

Miller, Nelson and C & G saw trimmers; current model Rouse power mitering machine; Craftsman 51x76 Lineup table; Blatchford bases, assorted sizes up to 74" beds and 2000 Blatchford Hooks; 26 Type Cabinets and Galley racks; Mohr lino saw; 30 numbering machines; Worthington compressor; Lot milled iron furniture; Lot 300 assorted size chases up to 74" sizes; Lot galleys and patent bases.

BINDERY—

- 4 Seybold cutters 38", 44", 56", 64".
- 2 Christensen gang stitchers.
- 3 Latham Monitor stitchers.
- 1 Bracket stripping machine.
- 4 Dexter folders sizes up to 52 x 74", also Anderson and Hall folding machines.
- 9 Lift trucks.
- 2 Bunn tying machines.
- Wright 4 head paper drill.
- Monitor power punch and dies.
- 3 Cleveland folding machines, Models B, E and M.
- Two Ton portable electric elevator; 7 Mashek form trucks.

PRESS ROOM—

- Miller Two Color, 4 track #6737.
- 2 Miller Major 4 track #6876 and 7.
- 1 Model 46 Miehle unit #18434.
- 2 Model 6/0 Miehle Two Color Units, complete with feeders and C.E.Ds.
- 7 Model 7/0—74" Miehle presses.
- 1 C. & P. Craftsman 12 x 18 platen.
- Miehle Horizontal H-1376.
- Miller Simplex #7017.
- 3 Miehle Verticals V-45 models.
- 1 Miehle Vertical V-36 model.
- 2 Model 2/0 56" Miehle presses.
- 1 Model 5/0 Special 68" Miehle
- 1 Thomson Colts Armory 14 x 22.

Please note: All electrical equipment Alternating Current, 60 cycle.

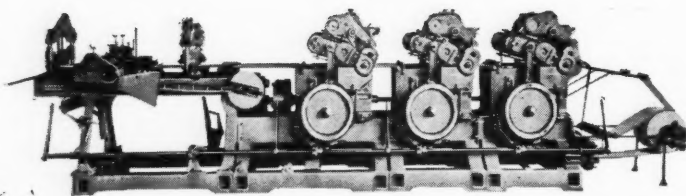
PHONE:
RANDOLPH 0647

TYPE & PRESS OF ILLINOIS, INC.

New and Precision Rebuilt Printing Machinery

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

220 S. JEFFERSON
CHICAGO 6



1 PRESS... 1 RUN... 1 COMPLETE JOB...

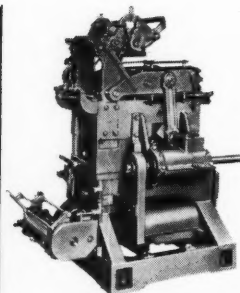
WITH NEW ERA

Here is a versatile printing press equally capable of general commercial printing as well as specialty jobs. Built for various combinations of printing and finishing operations, New Era Multi-Process Presses turn out a variety of products—tickets, tags, labels, unit sets, office forms, cartons, book match covers.

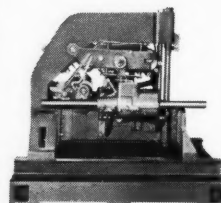
New Era presses are in sections, or units; each printing one color. To these you can add fabricating units at the delivery end as you need them, to die-cut, score, perforate, slit, punch, number, or reinforce with eyelets or patches. Additional printing units can be added easily to your original installation. Two or more top printing heads will do multi-color jobs, and the addition of a reverse unit will print on the underside of the web.

Stock—cloth, paper, board—practically any kind obtainable in rolls, in weights from onionskin to .050 board, can be fed automatically at one end of the press and carried along in a straight line through the various sections,

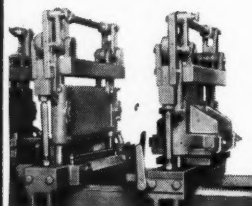
NEW ERA MANUFACTURING COMPANY
375-11th Ave., Paterson 4, N. J.



Upper Printing Unit



Under Printing Unit



Perforating and Punching Units

The latest advance in light-coverage and control

Macbeth's new electronic **CONSTANTARC**



**CONSTANT INTENSITY
CONSTANT COLOR**

**independent of
line-voltage fluctuation**

ADVANCED light-coverage and control reach their peaks in this latest Macbeth development.

Arc stabilization is fully automatic. Factory-adjusted to neutralize fluctuation of local electric service.

Monitor control operates magnetic switch, contains timer, allows operation independent of timer for focusing, provides perfect darkroom control.

Macbeth *AIRFLOW* disposes of used air and gases.

The Constantarc has the simplicity of action and ease of operation characteristic of all Macbeth World's Standard Photo Lamps.

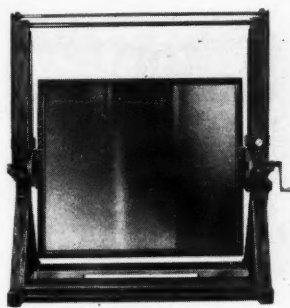
Write today for details.

MACBETH ARC LAMP COMPANY, 875 N. 28th Street, Philadelphia 30, Pa.

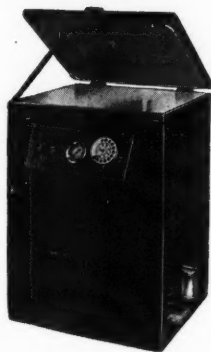
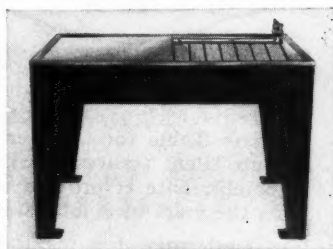
Are you contemplating OFFSET OR PHOTO-ENGRAVING PLATE MAKING



If so, it will pay you to investigate the modern up to date Douthitt Products. Cameras complete, Vacuum Printing Frames, Plate Whirlers, Contact Printers, Temperature Controlled Sinks for processing negatives, Camera and Lens Controls, Silvaloy Silver Bath Holders, Plate Developing Sinks, Ink-Up Tables and Plate Coolers—everything for the Plate Making Department, including chemicals and supplies.

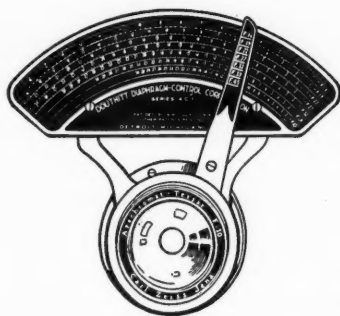


Designers and manufacturers of "Plate Making Equipment" for Lithography, Photo-Engraving, Photo Gravure, Templates, Silk Screen process and kindred arts.



We are always striving to make the most efficient and economical products for each individual operation.

Send for our catalog and look over our products before deciding to purchase any other.



*Manufacturers of .
High Grade Plate Making Equipment
For More Than 30 Years*

THE DOUTHITT CORPORATION



680 EAST FORT STREET, DETROIT 26, MICHIGAN

Please Mention THE INLAND PRINTER When Writing to Advertisers



**Speed Up Your Production
With The Craftsman
Line-up and Register
Tables**

*One of a complete
line of Craftsman
Line-up and Reg-
ister Tables.*

YOU can speed your production and step up profits with the Craftsman Line-up and Register Table for this versatile table saves line-up time, assures hairline register, and helps eliminate errors and waste all the way from the start of a job through the bindery.

Use Craftsman for making layouts, strike sheets, stick-up sheets, lining up press sheets, and registering color work . . . all with blueprint accuracy. Four standard sizes, working surface of table 28"x39", 39"x51", 46"x66", or 51"x76".

Send for the



Catalog today

**CRAFTSMAN LINE-UP TABLE
CORPORATION · WALTHAM, MASS.**

George H. Charnock, Jr., Gen. Mgr.

CHICAGO: Paul M. Nahmens, 719 S. Dearborn Street

See Craftsman Tables at the N.A.P.L.
Convention, Cincinnati. BOOTH No. 23.

Use this Coupon Today

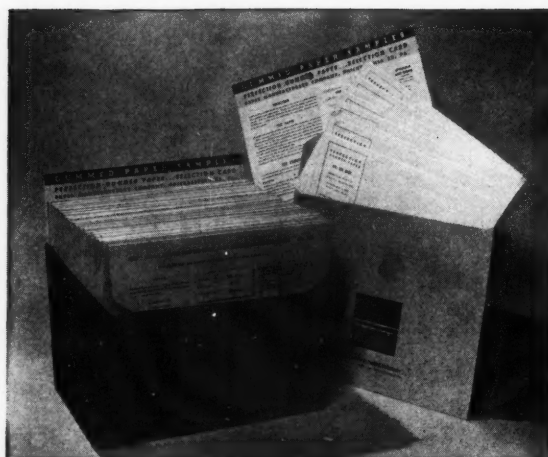
Craftsman Line-up Table Corp.
57 River St., Waltham 54, Mass.

Without obligation, please send me your
Catalog of Craftsman Line-up and Register
Tables.

Name _____

Company _____

Address _____



SAY PRINTERS

PERFECTION printed Flat Gummed Paper Samples, are proving of real value to printers in the selection of the **RIGHT** gummed paper for the job. Complete **PERFECTION** Sample Kits are in the hands of **PERFECTION** distributors. The three outstanding features of the Kit are:—

- 1. A SELECTION CARD.** Tells which envelope contains specific **PERFECTION** Gummed Samples.
- 2. ENVELOPES, 10" x 12"** containing actual samples. Flaps carry full information on paper surface, gumming and standard sizes.
- 3. SAMPLES:** Printed with same information as shown on envelope flap for complete user understanding.

Now, with the **PERFECTION** printed Flat Gummed Paper Samples, you needn't guess as to the right gummed paper for the job in hand. It's all right there in black and white. Ask your distributor of **PERFECTION** Flat Gummed Papers to demonstrate the kit to you.



Write to us for the name
of your nearest **PERFECTION**
distributor.

PAPER MANUFACTURERS COMPANY
PHILADELPHIA 23 · PENNSYLVANIA



Close-up of blanket cylinder, showing arrangement of plate cylinders on Goss Magazine Press

it's **GOSS** *again*

FIRST CHOICE IN MAGAZINE PRESSES

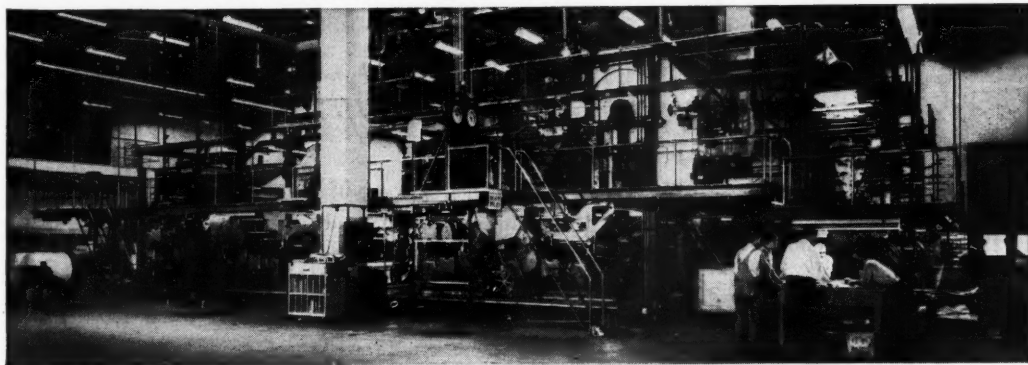
MORE and more of America's leading magazines are being printed on Goss Heavy Duty Rotary Presses. Built in single or double deck construction, these presses are arranged for two or four colors or for printing five colors on each side of the web in one operation at speeds up to 1200 feet per minute. All rotating parts are dynamically balanced and operate in anti-friction bearings. All drives have full oil enclosures. Every feature for high net production is included.

THE GOSS PRINTING PRESS CO.
1535 South Paulina Street, Chicago 8
Duplex Division: Battle Creek, Michigan
Goss Printing Press Co., Ltd., Preston, Eng.

Roll Call of Recent Goss Installations

McCall Corp., Dayton, Ohio—9 Magazine Presses (Four 40 pg. 5 & 5 color; two 144 pg. 5 & 5 color; three 64 pg. 2 & 2 color).
American Colortype Co., Chicago—Two 24 pg. 5 & 5 color Magazine Presses.
Rumford Press, Concord, N. H.—Two 144 pg. 5 & 5 color Magazine Presses.
Doubleday & Co., Hanover, Pa.—Two 64 pg. 2 & 2 color Magazine Presses.
Kable Brothers, Mt. Morris, Ill.—Two 32 pg. 2 & 2 color Magazine Presses.
C. T. Dearing Printing Co., Louisville—Two 64 pg. 2 & 2 color Magazine Presses.
American Federation of Musicians, Newark, N. J.—32 pg. 2 & 2 color Magazine Press.
Crowell-Collier Co., Springfield, Ohio—Two 7 unit Rotogravure Presses.
New York News—5 unit Rotogravure Press.
Pittsburgh Press—16 unit Multicolor Press.
Omaha World-Herald—8 unit Multicolor Press.
Western Printing & Lithograph Co., Poughkeepsie, N. Y.—8 unit Multicolor Press.
Kingsport (Tenn.) Press—64 pg. Book Press.

One of two Goss 5 & 5 color Magazine Presses at American Colortype Co., Chicago



When Writing These Advertisers, Please Mention THE INLAND PRINTER

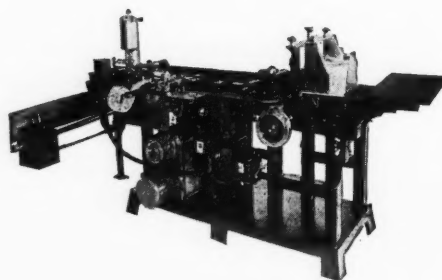


103,000,000 PUBLICATIONS ARE MAILED MONTHLY BY

CHESHIRE MAILING MACHINES

**AUTOMATICALLY CUT AND ATTACH YOUR
ADDRESSED LABELS TO NEWSPAPERS, MAGA-
ZINES, PAMPHLETS, DIRECT MAIL, AT HIGHER
SPEEDS AND LOWER COSTS**

Cheshire Machines have eliminated the bottle-necks in mailing rooms of leading publishers and printers for many years. They cut mailing time 'way down. Save the labor of many hands. Really make money for you. New, improved model is better than ever.



LET US SURVEY YOUR MAILING NEEDS—WRITE YOUR REQUIREMENTS

CHESHIRE MAILING MACHINES, INC.

1415-25 W. ALTGELD ST.
CHICAGO 14, ILLINOIS



For the **BLACKEST**
of BLACK inks GB&W has
combined durability with quality to
give you top performance for every
printing use.

Gaetjens, Berger and Wirth, Inc.

QUALITY INKS SINCE 1823

Brooklyn 1, N. Y.: 35 York Street
Chicago 7, Ill.: 215 So. Aberdeen Street

Manufacturers of a full line of letterpress and
lithographing inks . . . die stamping inks . . .
varnishes . . . dryers and metal decorating inks.

3 questions

That deserve high-priority rating
among PAPER CUTTER BUYERS

how well
does it
Cut?

what will
upkeep
Cost?

how long
will it
Last?

TAKE SEYBOLD Heavy-Duty 40" Precision Paper Cutting Machines.

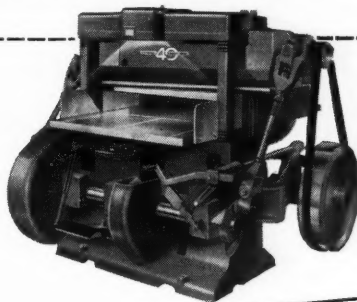
Seybold certainly has not overlooked any opportunity to make the operator's work easier, and safer. Of course a Seybold has a clutch, clamp pressure adjustment, illuminated table and gauges, etc. We consider all of them minor to the major job of "How well", "How much" and "How long". That is why we continue to stress the importance

of "Double-End-Pull, combined with Continuous Double-Shear knife action".

These are the *two all important reasons* why Seybold owners get cleaner, more accurate cutting . . . why cutter marks are eliminated . . . why there are no uncut sheets at the bottom of the pile . . . why knives stay sharp and last longer . . . why upkeep is reduced to a minimum . . . why years of usefulness are added to the life of the machine.

Now Available — Seybold Heavy-Duty 40" Precision Paper Cutters

In line with our policy of "first come, first served", Seybold offers a limited number of Heavy-Duty 40" Paper Cutters for early delivery—as soon as 4 to 6 weeks in many instances. These machines are now on display at all Seybold district offices. Send in the coupon for additional information. Better yet, stop in and see this machine in action today. Find out for yourself why "Double-End-Pull, combined with Continuous Double-Shear knife action" makes such a big difference in paper cutter performance.



HARRIS-SEYBOLD

General Offices, Cleveland 5, Ohio

HARRIS PRESSES • SEYBOLD CUTTERS
OTHER GRAPHIC ARTS EQUIPMENT

DISTRICT OFFICES: New York, Chicago, Cleveland, Atlanta, San Francisco, Toronto

Harris-Seybold Company
General Offices, Cleveland 5, Ohio

() Please send additional information
() Please have representative call on me or about.....

Name.....

Title.....

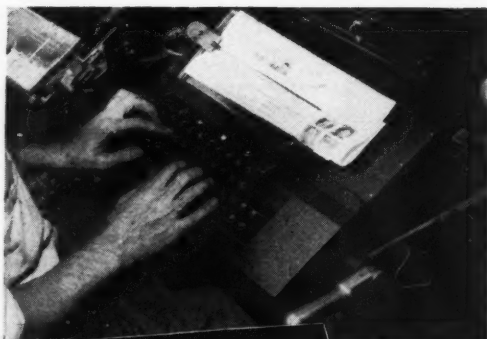
Company.....

Address.....

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

Now **"TYPE"**

Your Line-Cast Machine Composition



KELLOGG *Type-O-Writer* REG U. S. PAT OFF **KEYBOARD***

You've read of—and heard of—this Keyboard which has proven itself as standard equipment, and as service to publishers and printers all over the country. Here is *why* it is of service, why it should be standard equipment for you:

The Kellogg Type-O-Writer Keyboard is a means for keeping you producing. When a machine becomes idle because of illness or absenteeism, anyone familiar with standard typewriter operation can "fill in" after short training in composing machine operation. That's because the Type-O-Writer has the same arrangement of keys as a standard typewriter—permits the operator to use both hands across the keyboard in setting all faces. The 44 keys of the Type-O-Writer operate the 90 keys of the composing machine. Naturally, operator fatigue and errors are greatly reduced.

The Kellogg Type-O-Writer mounts on any line casting machine in less than 60 seconds. Only two slight adjustments are made when initially installing the keyboard. After that, it may be mounted and removed instantly. Portable, light-weight, the Type-O-Writer operates on standard AC current, or DC with an inverter. Why not write today for full information?

*FULLY COVERED BY U. S. PATENTS

KELLOGG SWITCHBOARD AND SUPPLY COMPANY
6650 South Cicero Avenue Chicago 38, Illinois



SILK SCREEN PRINTING

★ More and more printers are putting in a silk screen department . . . it helps to hold customers, as well as adding to shop profits.

★ The Silk Screen Process lends itself ideally to short run jobs, inexpensive colorwork, gold and silver printing, light and dark colors, decalcomanias, etc. — on paper, cardboard, cellophane, book binder's fabrics, metal, glass or wood.

★ For more than a quarter of a century we have manufactured silk screen products. These include the famous YELLOW LABEL and BLUE LABEL Process Colors, Weatherproof Silk Screen Enamel, Silk Screen Lacquer, Cutters, etc.

Write our Service Department for free information on any job of phase of silk screen printing. If you do not have a NAZ-DAR Catalog, write for one.

The NAZ-DAR COMPANY

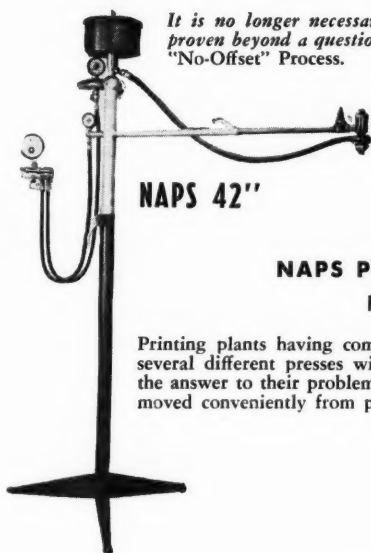
Specialists in the manufacture of silk screen supplies, colors and equipment since 1922.

469-483 Milwaukee Ave., Chicago 10, Ill.

IP7-48

Paasche "NO-OFFSET" PROCESS

ENDORSED BY THOUSANDS OF COUNTRY'S LEADING PRINTING PLANTS



NAPS 42"

It is no longer necessary to experiment—The "No-Offset" process pioneered by Paasche has proven beyond a question of a doubt that ink offset is best prevented through the use of Paasche "No-Offset" Process.

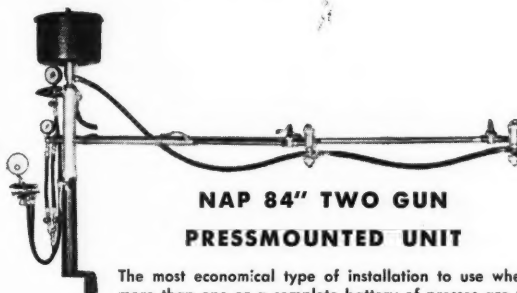
Thousands of printers throughout the United States and in practically every foreign country have found that the prevention of ink offset is a certainty with Paasche Equipment and Paasche "No-Offset" Solutions.

Paasche Units are for any type of paper or ink. "No-Offset" prevention helps to eliminate static and is also used for humidification.

NAPS PORTABLE STAND "NO-OFFSET" UNITS

Readily moved from one press to another

Printing plants having compressed air and requiring a flexible installation which can be used on several different presses will find the Paasche NAPS 42" or the NAPS, 84" one and two gun units, the answer to their problem. Sturdily constructed and adjustable as to height and width and can be moved conveniently from press to press.



NAP 84"

**NAP 84" TWO GUN
PRESSMOUNTED UNIT**

The most economical type of installation to use when more than one or a complete battery of presses are to be "No-Offset" equipped.



NAPE 42"

Paasche pressmounted units operate from a central source of air supply. They are readily attached to the press, eliminating tripod stands, compressors, and allowing freedom of action around the press saving valuable working space. Brackets are available to fit any make of printing press and units are equipped with either one or two guns.

NAPE PORTABLE ELECTRIC COMPRESSOR UNIT

Adaptable to any press—

Portability increases the efficiency of all presses.

The ideal choice where air supply is not available and where portability is essential. Source of compressed air is self contained, fully enclosed and automatic, quiet in operation and perfectly balanced, uses a minimum of floor space and is available in sizes to fit every press requirement.

Paasche Solutions may be used to prevent ink offset on any kind of printing, including metal foil and cellophane, food wrappers and containers—and to meet various climatic conditions.

(Prompt Delivery.)

Paasche Airbrush Co.

1905 DIVERSEY PARKWAY . . . CHICAGO 14, ILLINOIS
Paasche Airbrush (Canada) Ltd., 864 Pape Avenue, Toronto 6

BRANCH OFFICES IN ALL PRINCIPAL CITIES

43 YEARS AIRDEVICES PIONEERING

Please Mention THE INLAND PRINTER When Writing to Advertisers

117

THE *Banthin* AUTOMATIC 13X20

Will Produce More • At Less Cost • For Increased Profits

*A Cylinder
Press*

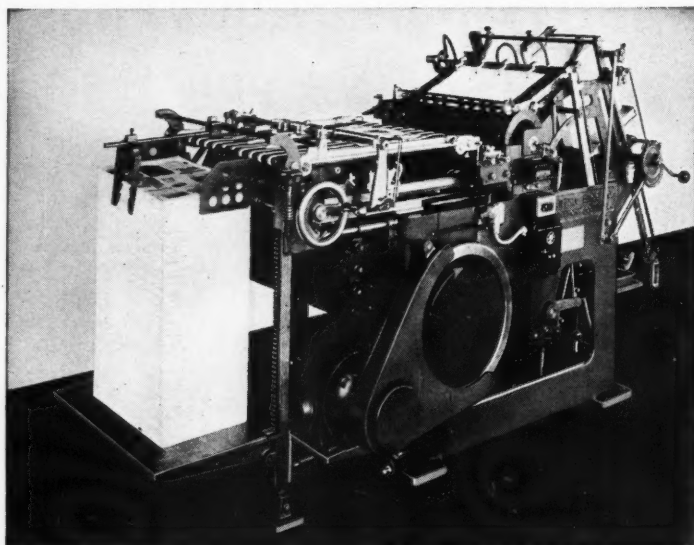
... That is
Simple ...
Rugged ...
Economical

Sheet Sizes
3 1/4 x 5 1/2 to 13 x 20

Inside Chase
13-5/16" x 19-3/16"

Floor Space
38" x 94"

Net Wt. 2500 lbs.



*Note These
Features:*

- Accessibility for faster and easier makeready.
- Simple feeder — quick change.
- Three convenient speed changes.
- Great impression strength and ample ink distribution.
- Convenient vacuum and air control with gauge.
- Place chase in press from back or side—quick lockup.

WRITE FOR CIRCULAR

BANTHIN ENGINEERING COMPANY

1849-57 Main Street

FACTORY and SALES OFFICES

Bridgeport 4, Conn.

RICHARD'S ELECTROMATIC

**DOES
EVERYTHING!**

- 3 Motors
- Exclusive Patented Features

A
DELUXE
MACHINE

SAWS, TRIMS,
ROUTS, PLANES,
MORTISES, ETC.

WRITE FOR
DETAILS AND
FOR COMPLETE
CATALOGUE OF
OUR LINE



J. A. RICHARDS Co.

KALAMAZOO, MICH.
13 F

Cut Costs . . . Increase Profits!

with a



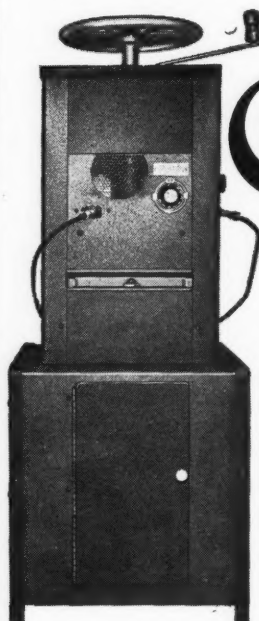
At last printers can make their own rubber plates for one-fifth the cost of buying electros or rubber plates from trade makers!

DICO is priced so low — only \$485, f.o.b. Los Angeles — that it is practical and profitable for nearly any print shop. Make your own rubber plates in a few minutes and take advantage of all the time-saving, cost-cutting advantages! Anyone in the shop can operate it! DICO makes rubber stamps, too!

HUNDREDS OF SATISFIED USERS!

Drop us a card and we will send you free illustrated booklet about DICO. Here's your chance to learn how you can increase your profits!

Distributors or agents wanted! — We have had hundreds of inquiries from all over the United States, many of them possibly from your own vicinity.



O. C. HANEY COMPANY

1206 Maple Avenue

Los Angeles 15, California

Leading roller users



"Our finest Litho jobs
are produced with
IDEALS"



"Let's get ready for com-
petition by ordering
more IDEALS"

Recognize
Recommend
and Reorder



"Let me tell you how
we cut on roller
costs with IDEALS"

Ideal ROLLERS For

Offset Presses

★

Rotary Flat-bed or Job Presses

★

Aniline Presses

★

Specialty Printing
and Paper Finishing

★

"Your rollers should be Ideals"

IDEAL ROLLER & MANUFACTURING COMPANY

☆ 2512 West Twenty-fourth Street, Chicago 8, Illinois ☆
21-24 Thirty-ninth Avenue, Long Island City 1, New York

Changing Days

The time has passed when basic elements in any industry are considered inflexible and immune to the law of change. When a producer of today has determined upon the article he proposes to manufacture, he starts with the knowledge that science, resource and energy will compel the primary materials of his product to keep pace with new and changing requirements.

And publishers and advertisers are now calling for production at speeds which were undreamed of a few years ago. The development of machinery geared to accomplish present day demands is but a part of the new printing picture.

Modern advertising and publishing requirements move inevitably toward diversification in paper making. A particular grade of paper today isn't bought or sold merely because it's a fine looking sheet, or a fine feeling sheet. It finds its market more on the basis of its fitness to meet definite advertising or publishing purposes and the mechanical requirements of modern printing. The West Virginia Line of Mill Brand Papers is remarkably adapted to the needs and demands of present day printers and publishers.

"West Virginia Inspirations for Printers" is essentially a vehicle for revealing to printers and advertisers a moving exposition of the passing scene in the field of modern illustrations. Working hand in hand with modern art directors and always alert to the new and striking in art and pictorial reproduction, "West Virginia Inspirations for Printers," our bimonthly publication, is a persuasive influence in the Graphics Arts—winning friends, disseminating information and fostering good will. There is no charge for a copy of "West Virginia Inspirations for Printers". Simply ask for a copy of issue No. 171 from your nearest distributor, or write or telephone any of the company addresses here listed. The cover carries the same colorful design appearing on this insert, "Hay Ranch" by Ogden M. Pleissner.



Cover artist

Ogden M. Pleissner was born in Brooklyn, New York in 1905. During World War II he was an official artist of the Army Air Forces and an artist war correspondent for Life magazine. In 1944 he was awarded the Allied Artists Gold Medal. His paintings are in the permanent collections of the Metropolitan, Brooklyn, Minneapolis and Toledo Museums of Art and other art centers.

230 Park Avenue, New York 17

35 East Wacker Drive, Chicago 1

Public Ledger Building, Philadelphia 6

503 Market Street, San Francisco

West Virginia Pulp and Paper Company



Painting: Hay Ranch
Painter: Ogden M. Fleissner
Collection: International Business Machines Corp.

West Virginia

Inspirations

for Printers 171




GILBERT PAPER COMPANY

MANUFACTURERS OF COTTON CONTENT WRITING PAPERS

MENASHA
WISCONSIN

GILBERT



LANCASTER BOND

100% COTTON FIBRE
U S A

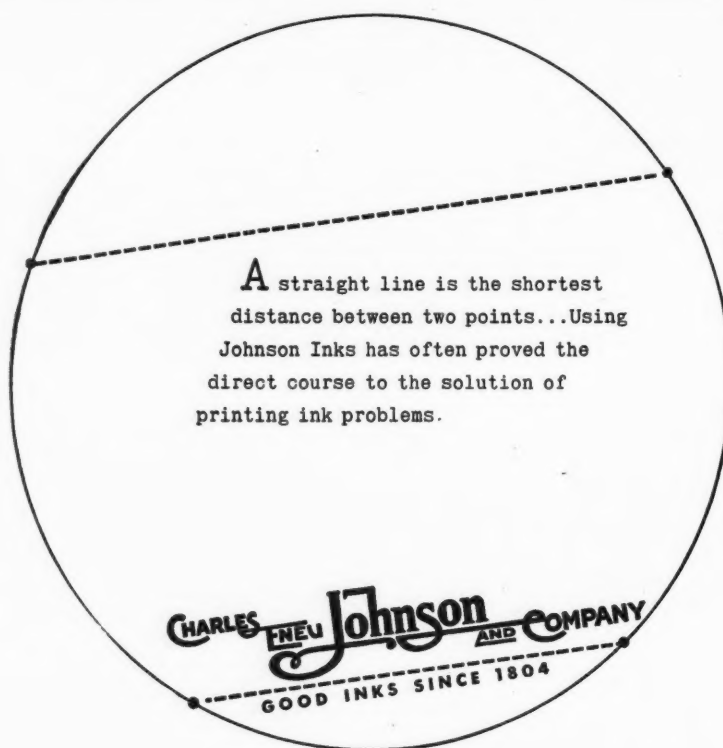
● This famous Gilbert Lancaster Bond watermark identifies one of the largest-selling highest-quality bond papers in America. Its 100% new cotton fibre content assures you the utmost in beauty, durability and long life in your business stationery, documents, deeds, policies and other forms.

Specify Lancaster Bond through your printer, lithographer, engraver or Gilbert Lancaster Bond merchant.

GILBERT PAPER COMPANY • Established 1887 • Menasha, Wisconsin

New Cotton-Fibre-Content Bond, ledger, Index and Onionskin Papers

NEW YORK
CHICAGO
BOSTON
ST. LOUIS
CLEVELAND
DETROIT
BALTIMORE
KANSAS CITY
PITTSBURGH
ATLANTA
DALLAS
122



10th and Lombard Streets, Philadelphia, Pa.

Please Mention THE INLAND PRINTER When Writing to Advertisers

here's how to get...

Double-Action

Print
BETTER

Serve
LONGER

1

2

**WITH YOUR
ROLLER
DOLLARS**

Expect consistently high-quality presswork . . . anticipate extra service from your rollers . . . when they're AMERICANS. They've got what it takes to give you double-dividends on your roller investment. Systematically, methodically, by careful, scientific manufacturing processes in one of the country's most modern roller plants, they've been given the stamina, the invincible capacity to make good on the job. They can take hard service without flinching . . . produce perfect impressions on the longest runs . . . stand the punishment of high speed presses because two-fisted, fighting endurance is definitely built into them. See for yourself. Order a set and notice the difference.

AMERICAN ROLLER COMPANY

1342 N. Halsted Street, Chicago 22, Ill.
225 N. New Jersey St., Indianapolis 4, Ind.

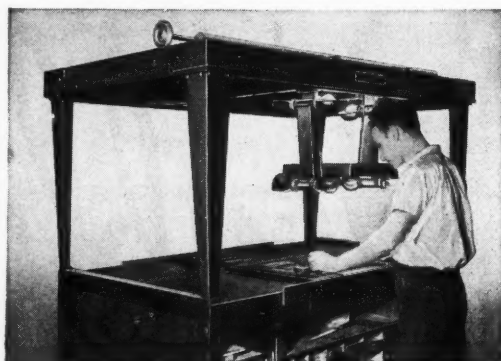
American COMPOSITION LITHOGRAPH SYNTHETIC RUBBER Rollers

For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

The finest presses in the world cannot produce without the finest inks. Generations of S. & V. craftsmen have established a tradition of integrity unrivaled among makers of printing inks.

A tall, stylized tower with a sign that reads "S and V INKS". The tower is white with black outlines and has a black top and bottom section. The sign is in the center of the tower, with "S and V" in a script font and "INKS" in a bold, blocky font. The tower is set against a background of stylized trees.

MAIN OFFICE AND FACTORY: 511 WEST 123rd STREET, NEW YORK 27, N. Y.



GIVES DIRECT VISION

While the use of the Taylor Registerscope is applicable to all problems of registering flatbed letterpress forms, it is especially valuable in plants doing color, folding box and specialty printing as it

SAVES THE TIME THAT COSTS MOST

TAYLOR MACHINE COMPANY

210 Guilford Avenue

Baltimore 2, Md.

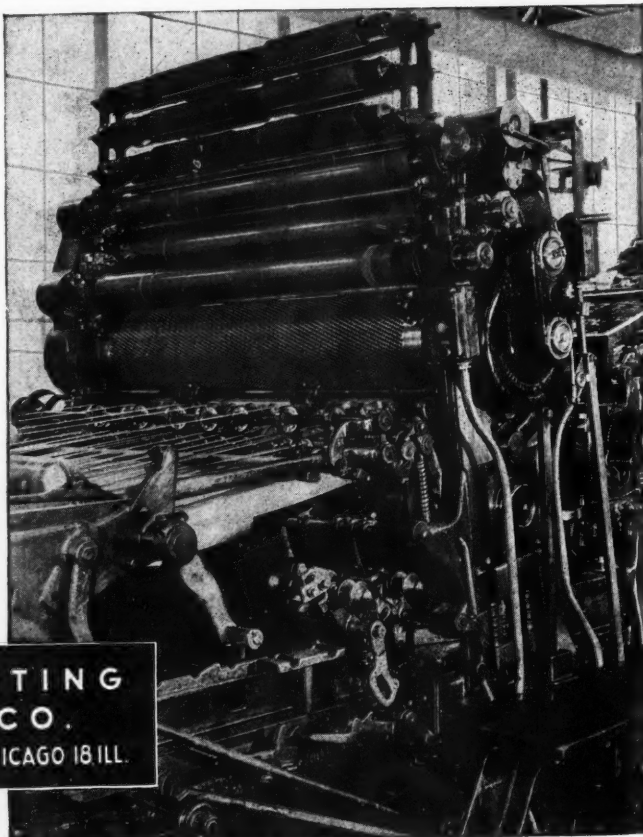
New plant, new machinery, increased personnel have multiplied our capacity to many times our pre-war volume. We're ready to engineer and build your special presses and folders of all kinds, including equipment for:

- LABELS • CONTINUOUS FORMS • CARTONS
• BAGS • BOXES • And many others.

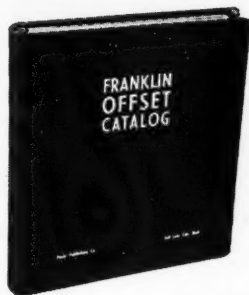
illustrated is a design installed on more than 30 of our customers' Miehle 2-color presses for printing 3 colors on one run thru the press—at top press speed and sheet size, with positive register, and with reduced spoilage, material handling and press time. Specially valuable in label and carton work. One of many Western profit-making machines. Write your problem—today.

3519 NORTH SPAULDING AVE. CHICAGO 18 ILL

**Builders and Designers of
Presses, Folders and Press Attachments**



A New PORTE SERVICE



Now you can remove the guesswork in estimating offset lithography. The publishers of the Franklin Printing Catalog, with 31 years experience in compiling accurate, easy-to-use printing values, offer the new **FRANKLIN OFFSET CATALOG**. The all-inclusive schedules cover a wide variety of lithography and the thousand and one conditions which affect the finished order. Mail your request today. You take no risk when you accept the 60-day trial offer.

PORTE PUBLISHING COMPANY

P. O. Box 143

Salt Lake City 5, Utah



DO YOU KNOW...

How the Word "Pica" Came into Use?

The original meaning of the word "pica" had nothing to do with printing. It stemmed from the Latin and signifies a species of birds now known as the magpie.

Although there is no conclusive evidence, there is an interesting theory as to why pica was adopted into the printing trade. When the ordinal, a set of ecclesiastical rules, was first printed in England, the Latin-speaking church dignitaries and monks were impressed by the sharply contrasting black and white appearance of the printed pages. This impression brought to mind the familiar black and white magpie common to England, and led the monks to apply the Latin name of the bird to the religious work. Somewhat later, pica was adopted as a type size, and it seems probable the ecclesiastic pica was printed with a type size unfamiliar to the trade.

The word received no new application until 1896 when the American Typographers Assn. chose the pica size "m" of MacCellar, Smiths & Jordan as a 12 point standard.

Today very few of us would have occasion to use the word pica in its old religious sense. The word has changed. However, the demand for sharp, clean type has not changed through the years. Your prime assurance of crisp, clean work is good, clean type metal—Blatchford Metal.

NATIONAL LEAD COMPANY

BALTIMORE • CHICAGO • CINCINNATI • ST. LOUIS

E. W. BLATCHFORD COMPANY, NEW YORK
NATIONAL LEAD COMPANY OF MASS., BOSTON
MORRIS P. KIRK & SON, INC., LOS ANGELES
AMERICAN LEAD CORPORATION, INDIANAPOLIS
ATLANTA: GEORGIA LEAD WORKS (Div. of Cincinnati Branch)

Spacing Material

➔ Should never show up on the printed page, but usually makes its mark on the cost sheet.

Your compositors can consume a lot of time walking through the shop hunting quads and spaces.

Our prepared packages of assorted quads and spaces will eliminate this lost time and turn it into productive effort.

Your dealer can supply you or write direct.

Baltimore Type

BALTIMORE 2, MD.



WELCOME TO CLEVELAND

You'll find attendance at the 1948 Cleveland Convention of the International Association of Printing House Craftsmen not only an enjoyable experience, but also instructive and profitable. While you are in Cleveland we hope you'll find time also to visit us. We are only a short distance from Convention headquarters. Just step out of the Superior Avenue entrance of Hotel Cleveland, walk left to West 6th Street, then turn right for three blocks more. Our office is on the eighth floor.

Here we'll be glad to show you the complete line of Doyle Infrared Sheet Dryers and Doyle Vacuum Sheet Cleaners, and answer any questions you may have.

the J. E. DOYLE company

1220 WEST SIXTH ST.

CLEVELAND 13, OHIO

WANTED.....

A business whose product or service is sold to printers or lithographers

The advertiser, an experienced executive, with successful record, is desirous of purchasing a business whose products or services are sold to printers or lithographers.

This is an opportunity for someone who desires to dispose of his business, or a manufacturer who may want to dispose of a department or product not too closely associated with his main line.

New inventions not yet manufactured or fully exploited will be considered. Only interested in propositions that can stand investigation.

Please send complete details concerning business, product or service, patent protection, if any, reasons for selling, price asked for business and other pertinent information.

All communications treated confidentially. Interested parties can forward communications in plain envelope with the assurance that only the advertiser will see the letter.

BOX NO. E-1216
care INLAND PRINTER
309 W. Jackson Blvd.
Chicago 6, Ill.

Memo Things to do this year

1 Share Your Knowledge at the 29th Annual Convention of The International Association of Printing House Craftsmen, Cleveland, Ohio, August 8, 9, 10, 11.

2 WHY BUY printing machinery "AS-IS" when used equipment can be had completely **FALCO** REBUILT and FULLY GUARANTEED.

THE **FALCO** CORPORATION
(Formerly THE HOOD-FALCO CORP.)
47-01 35th ST., LONG ISLAND CITY, N.Y.
343 S. Dearborn St., Chicago

Write today for your free copy of Los Angeles Type and Rule Co.'s new specimen price list that shows over 200 different type faces—many of them exclusive designs available only at L. A. Type.

PRECISION CAST

TYPE

Rivoli, 18 Point

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 abcdefghijklmnop
qrstuvwxyz \$.=:;!'"0&

	Cap Font	Lower Case	Complete Font
12-pt. No. 828	24A-\$4.00	48a-\$3.00	\$7.00
14-pt. No. 828	22A- 4.60	42a- 3.35	7.95
18-pt. No. 828	12A- 4.25	26a- 3.70	7.95

Three Sizes, \$20.00

All type is cast from hard, foundry metal to rigid specifications and correct alignment. Order today from the West's largest type foundry.

L·A·TYPE

• AND RULE COMPANY •

225 EAST PICO BLVD. • LOS ANGELES 15

The NEW HILDEBRAND EXTENSION DELIVERY



**AN OUTSTANDING
SUCCESS**

from Coast to Coast

**The EXTENSION DELIVERY with the
proven 'Ten Points of Superiority'**

For FULL DETAILS write to

THE RATHBUN & BIRD COMPANY, Inc.

DESIGNERS AND MANUFACTURERS

379 West Broadway, New York 12, N. Y.

**in stainless steel liners...
it's precision that counts!**

That's why LINSICO LINERS enjoy unsurpassed popularity. That's why we spare no effort or quality raw materials to produce and deliver a superb product.

LINSICO LINERS are manufactured from only the finest stainless steel . . . ground to an accuracy to insure dependable precision.

(A-B) Ground with a slight taper from right to left to allow for warping of cap, reducing the possibility of "hair-lines".

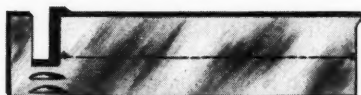
(C-D) Accurately ground to .875 . . . standard height

PRICES: Regular UA—Linotype and Intertype . . . \$1.60

Recessed . . . 3.15

Head Letter old style and new style . . . 4.40

Send for your supply of LINSICO LINERS now!



LINOTYPE SUPPLY CO.

INCORPORATED

337-341 CANAL ST., NEW YORK 13, N. Y.

CANAL 6-0916, 0917

START MAKING EXTRA MONEY ON NUMBERING JOBS—NOW!

The first cost on Roberts Typographic Numbering Machines is small. The extra service they enable you to offer plus the extra profits you can reap from numbered work add up to big cash "extras" for you!

ORDER DIRECT
FROM THIS AD

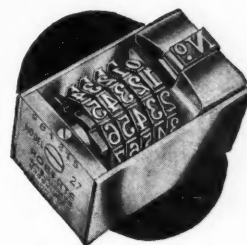
Model 27, 5 wheel capacity

\$17.50

Model 28, 6 wheel capacity

\$19.50

Either forward or
backward action.



ROBERTS

FOR NUMBERING

The life of a Roberts Machine is longer, because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimizing wear.

QUICK DELIVERIES FOR QUICK PROFITS
Immediate Delivery Now Possible

ROBERTS NUMBERING MACHINE CO.

700 Jamaica Avenue

Brooklyn 8, N. Y.

INCREASE PRODUCTION
THE NEW AND IMPROVED

**H&H
Dry Spray Way**

- No Liquids Used!
- Really Stops Smudging and Off-Setting!

• Get more production and less spoilage—more running time on your presses. Have a cleaner pressroom. Here's the system that is really DRY—not affected by highest humidities. Pressrooms are cleaner—much less spray in the air. Proved on the largest production units—both letterpress and offset. Quickly pays for itself.

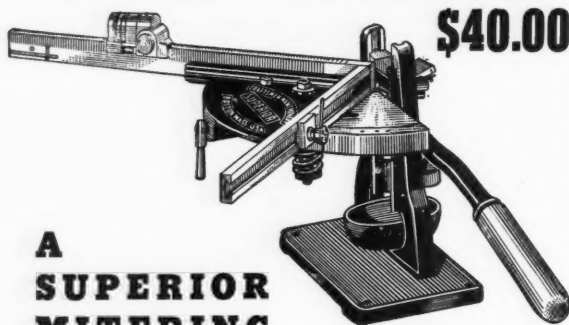
- Write for complete information today — mention size and kind of press.

H&H PRODUCTS

1930 So. State St.

Chicago 16, Ill.

FOR SUPERIOR WORK **\$40.00**



A SUPERIOR MITERING MACHINE

Finger touch micromatic gauge eliminates time wasting lock nuts. Adjustable to 86 picas and miters right or left hand corners without changing slide. Swedish tool steel knife. See this wonder tool at your dealer or write for folder.

VICTOR MITERING MACHINE

Quick adjusting, self locking, up to 60 picas. Eleven angle positions. Low price-Long-Life-

\$35.00

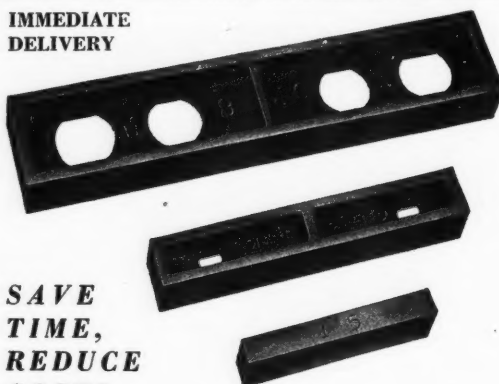


CRAFTSMEN MACHINERY CO.

587 Atlantic Ave., Boston, Mass.

HA6-5885

IMMEDIATE
DELIVERY



SAVE
TIME,
REDUCE
COSTS,

GET BETTER PRINTING WITH
**PRECISION GROUND AND
MILLED IRON FURNITURE.**

Our stock list of iron furniture contains 119 regular sizes and 70 sizes of enlarged. From this large assortment, the efficient printer may choose the exact sizes he needs. Fewer pieces in the chase mean dollars of savings in labor. Write for Font Schemes and Prices.

Morgans & Wilcox

MANUFACTURING COMPANY

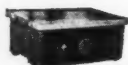
Department I, Middletown, N. Y.

PRINTERS SUPPLIES SINCE 1878
DEALERS IN PRINCIPAL CITIES

SYNTRON

"VIBRATING"

PAPER JOGGERS



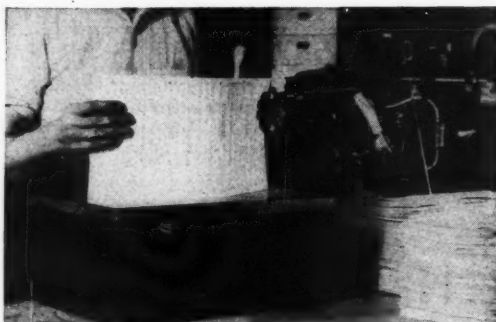
**Can Save You Time
and Money**

—by speeding up jogging operations 3 to 4 times—on all types of stock, from onion-skin to heavy board.

Write for illustrated folder

SYNTRON CO.,

575 Lexington, Homer City, Pa.



how to ELIMINATE STATIC



**SAFELY!
SURELY!
ECONOMICALLY!**

The moment you install the OXY NEUTRALIZER BAR, you entirely eliminate all static problems from paper, acetate and cellophane. Production is smoother . . . more efficient by far; the OXY NEUTRALIZER BAR makes extra handling unnecessary, eliminates paper jams and results in the delivery of perfectly jogged piles.

The OXY NEUTRALIZER BAR is full guaranteed . . . designed for use on all machines . . . will pay for itself in a few short months.

Write for full information
giving specifications.

HERBERT

Products Inc.

74-32 JAMAICA AVENUE, WOODHAVEN, N. Y.

THE INLAND
PRINTER'S
**CLASSIFIED
Buyers'
Guide**

BOOKS

- **TRICKS OF THE PRINTING TRADE** \$1.00. Will save time and money in the job shop. How to make money by advertising \$1.00. Will wake up the non-advertiser. Both for \$1.50. Send cash, check or P.O. W. H. RICHARDS, Box 291, Indianapolis 6, Ind.

CALENDARS AND CALENDAR PADS

- **WHOLESALE CALENDARS TO PRINTERS. DO YOUR OWN IMPRINTING—FULL LINE.** FLEMING CALENDAR CO., 6540 COTTAGE GROVE AVE., CHICAGO 37, ILLINOIS.

- **CALENDAR PADS—67 Styles and Sizes.** Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York 13, N. Y.

ENGRAVED STATIONERY

- **WEDDING INVITATIONS** and other engraved stationery of fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 13, Mo.

FOR SALE

- **BOOKBINDERS' MACHINERY**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

- **FOR SALE:** All Steel suspended Lanston Monotype Distortion Camera. Dark room type, completely equipped. Now in operation. Duquesne Lithographing Company, 704 Second Ave., Pittsburgh 19, Pa.

- **2 H. P.** Rebuilt guaranteed variable speed 1800/450 R.P.M. printing press motors. G. E. and Kimble, 110/220 volt single phase, with controls. Half new price. R. B. Weiler, West Chester, Pa.

- **FOR SALE:** An Extensive Line of new and rebuilt printing equipment on easy terms. Write for free list. Missouri Central Type Foundry, Wichita, Kans.

(Continued on next page)



In Reach of Every Printer

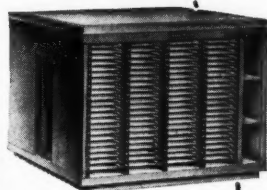
• Careful planning and step-by-step "follow through" is all it takes to provide maximum efficiency in any composing room. You probably now have some good general ideas as to how your composing room layout can be improved. No doubt you also have a clear *mental* picture of the ideal you'd like to achieve.

Now is the time to go one step farther—use pencil and paper to make a detailed layout plan. On paper, re-arrange, replace or add equipment until you arrive at the one arrangement that will insure greatest production from the least amount of equipment and from minimum floor area.

Once you are satisfied with such a plan, begin carrying it out over as long a period as may be convenient for you.

Your Hamilton Dealer can provide layout sheets and accurately-scaled miniature illustrations of composing room equipment for your planning. He can also supply helpful advice on your modernization program. Call him in today, or write us direct for these layout sheets and miniature equipment illustrations.

Hamilton Catalog No. 24A illustrates 16 designs of Hamilton Imposing Tables, also explains how you can have, at no extra cost, imposing tables assembled to fit your own specific requirements. Write for your copy.



ARE YOU SUPPLYING THE ENVELOPE NEEDS Of The Banks In Your Community ?

The Justrite Line of Banker's Envelopes is complete and will enable you to fill the entire envelope requirements of your Bank Customers. Envelopes have always been leaders for other types of Bank printing business—and a single source of supply covering all Bank needs will be appreciated. Study the needs of your Bank and get this profitable business. The Justrite Bank Line is complete—and specialty items are our business.

- **BANKERS MAILING Envelopes**—made of tough Justrite Fibre in Window and mailing styles.
- **TAMPERPROOF or Safety Express Envelopes**—for Registered Mail—Open End or Open Side styles, either flat or expanding.
- **COUPON WINDOW Envelopes**—for the separation and storage of Bond Coupons.
- **BANK PAY Envelopes**—for distribution of Employee Pay Checks.
- **CHECK ENVELOPES**—to fit standard checks for mailing—available with window.
- **COIN Envelopes**—to accommodate varying denominations of coin.
- **BANK-BY-MAIL System**—a complete Banking-By-Mail service for Bank customers.
- **Filing Envelopes—Policy Jackets—Open End Legal Envelopes**

CHICAGO, ILLINOIS
ST. PAUL 1, MINNESOTA

Extending
Specialized Service
For Banks

Justrite

Write today for samples and pricing information. Send in your Specialty items for prompt consideration.

NORTHERN STATES ENVELOPE COMPANY, INC.

NOT PATCHED AND
NOT REPAIRED . . .

but

Rebuilt and
Reconditioned

by INDUSTRIAL

Now your printing machinery can be thoroughly reconditioned to rigid new-machine specifications . . . it will save you days of valuable time—years if you are still awaiting delivery on that new press!

Every job is fully tested—fully guaranteed—performed by skilled technicians and mechanics with years of experience in the rebuilding of industry machinery.

We can't offer you a new press for your old one . . . but we *are* doing the next thing to it. You, your presswork, your production can profit *now* from a job by INDUSTRIAL . . .

WRITE TODAY FOR COMPLETE INFORMATION!

INDUSTRIAL
MACHINERY REBUILDERS

1615 Kilburn Avenue, Rockford, Illinois



"SPINNIT" PAPER DRILL

ELECTRIC BENCH MODEL

Clean Sharp holes thru full inch of paper. Table size 12" x 18"

See your dealer or write Dept. C

IMMEDIATE DELIVERY

LASSCO PRODUCTS, INC.
485 HAGUE STREET
ROCHESTER 6, N. Y.

130

When Writing These Advertisers, Please Mention THE INLAND PRINTER

Classified Buyers' Guide (continued)

FOR SALE (Continued)

FOR SALE

No. 6 Babcock Press—Ext. Del.—sheet 32x45 1/2—serial number over 7,700.
14x22 Colts Armory Press.
1 Kelly B Press with Extension Delivery.
12x18 Kluge Craftsman C & P Press.
8x12, 10x15, 12x18 C&P Presses.
10x15 C&P Presses with Miller Feeders.
32" Hand Lever Pinking Machine, with Spacing Device. For Sample Card Work.
Morrison 1/4" Wire Stitcher.
Midget Folder.
3 Electric Pots for 42-em Linotype
Hamilton Type Cabinets.
Model B Cleveland Folder, Hand Fed.
C&P Roller Proof Press.
30" Latham Perforator, F.P.
1 Dexter Quadrule Folder, 42x56, with Cross Feeder.
1 Model L Cleveland Folder with Friction Feeder. Size 17x22.

LARGE SUPPLY LINOTYPE MATS

Send for Proofs

VAN DILLEN, INC.

74 BEEKMAN ST., NEW YORK 7

All Kinds of Printing Machinery Wanted

BEekman 3-0986

FOR SALE

Miller Two-Color, 4 track
Miller Simplex, 20x26
Style C Kelly, 17 1/2 x 22
Style B Kelly, Special, 17x22
12x18 Craftsman Kluge
10x15 Kluge unit
Webendorfer "Little Chief," 14x20
Webendorfer "Chief" MAC, 17 1/2 x 22 1/2
Harris Model CL, 20x26, with suction pile feeder, Chain pile delivery
No. 43 Babcock Optimus with Dexter Pile feeder
No. 10 Babcock Optimus with Cross feeder and Extension Delivery
Model B Cleveland with Continuous feeder
32 1/2", 34 1/2", 36 1/2" Diamond power cutters
36", 44" Sheridan New Model cutters
39" Chandler & Price power cutter
Model 14 Linotype
Model 26, 42 pica Linotype
Mono Giant Caster
Mono Material Maker
PAYNE & CRAIG CORP.
82 Beekman St., New York 7, New York
BE. 3-1791

(Continued on next page)

THE WING ALUMINUM MAILER

GOOD
DELIVERY
ON
MOST
SIZES



REPLACE
THAT
OLD
WORN-OUT
MAILER
NOW

CHAUNCEY WING'S SONS
GREENFIELD, MASS.

FOR SALE (Continued)

**NEW
and
USED**

NEWSPAPER PRESSES PRINTING EQUIPMENT

BEN SHULMAN

500 FIFTH AVENUE
NEW YORK 18, N. Y.
BRyant 9-1133



BOXES FOR STATIONERY

Economical yet attractive set-up boxes for packaging printing. Stocked for prompt shipments in two popular sizes for standard letterheads and Monarch sheets. Full information and samples sent without obligation. **Write Today.**

Barger Box Co., Inc.
ELKHART INDIANA

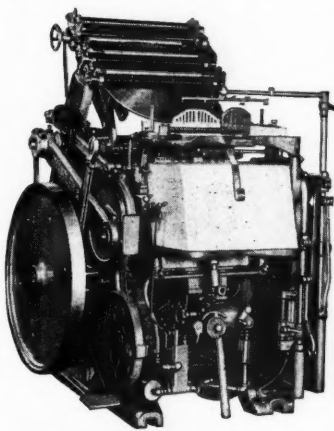
STEWART'S EMBOSSEING BOARD

Makes Embossing Easy
Needs no heating or melting—Simply wet it, attach it to typoman and let press run until dry. Sheets 5 3/4 x 9 1/2 inches. \$1.25 a dozen, post-paid.

Instruction with each package.
THE INLAND PRINTER
309 W. Jackson Blvd., Chicago 6, Ill.

(Continued on next page)

AVAILABLE NOW AT YOUR BIG NAME DEALER



Our Large Warehouse of 20,000 sq. ft. is brim full of SPECIAL VALUES AND BIG NAME BRAND New and Rebuilt Merchandise. Many values not listed. Order Now for Prompt Delivery.

PRESSES

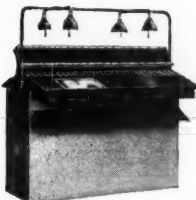
Miehle Horizontal Automatic
Miehle Cylinders
Kelly #1 Auto. with Ext. 22x28
Kelly #2 Auto. with Ext. Del. 22x34
Kelly B Special 17x22 with Ext. Del.
Kelly C, Auto. with Ext. 22 1/2 x 28 1/2
Miller Major Auto. Bed 30x40 3/4
Miller Simplex Auto. 19x25
Miller Hi Speed Auto. 13x20
Miehle Vertical Model V36-V45
GCP Automatic Unit 12x18, 14 1/2 x 22
Kluge Craftsman Auto. 10x15, 12x18
Little Giant Cylinder, 10x15—12x18
GCP Presses, 8x12, 10x15, 12x18, 14 1/2 x 22
Logemann 10x30 Die Press and Dies
Extension Deliveries for Cylinders
Press Heaters—Sprays—Patent Base
Harris 17 1/2 x 22 1/2 L.T.G. Offset Press

PROOF PRESSES—SAWS

#20 Vandercook 10x23 1/2 Bed
#320 Vandercook 20x24 1/2 Bed
#4 Hacker Test Press 18 1/2 x 24 1/2 Bed
Challenge 1534H 15 1/4 x 34 1/2 Bed, New
Challenge 1418E 14 1/4 x 18 Bed, New
Challenge 1425E 14 1/4 x 25 Bed, New
#1 Nolan 13 1/4 x 26 Bed, New
#2 Nolan 15x32 1/2 Bed, New
Poco 12x18 Bed W/Stand
7x11 Proof Press, NEW
Hammond C & G Saws, NEW
Miller Universal Saw—also Amsco

TYPE AND GALLEY CABINETS

Hamilton 48 case Steel, Flat Top, NEW
Hamilton 48 case Steel W/Tracy Top, NEW
Hamilton 24 case with or without top, NEW
Hamilton 24 Drawer Cut Cabinet
Ask for Cabinet list
8 3/4 x 13 100 capacity Galley Cabinets, NEW
Galley—All Sizes
12x18—100 Cap. Galley Cabs. New
Reid Linotype Rack—Also Intertype



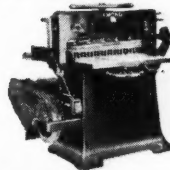
PAPER

CUTTERS

NEW

USED

50"-44"-39" C&P Auto. Clamp
50"-44"-40" Seybold Auto. Clamp
50"-38" Oswego Auto. Clamp
36 1/2"-34 1/2"-30 1/2" Diamond Power Cutter
34 1/2" Craftsman Power Cutter
26 1/2"-19" C&P Lever Cutter
30"-26 1/2"-23"-19" Challenge Lever



IMPOSING SURFACES

39x65 W/292 Galleys 8 3/4 x 13
51x75 W/380 Galleys 8 3/4 x 13
28x96 Newspaper Iron Surface
39x51 W/Furniture & Reglet Font
39x65 W/160 Galleys 12x18
Write for other combinations



TOMPKINS PRINTING CO.

720 S. CLARK ST. CHICAGO 5, ILLINOIS WABASH 4752

NOW—DISC RULING AT ITS BEST WITH McADAMS MODERNIZED EQUIPMENT

Performance in leading ruling plants, proves the high efficiency of the stream-lined McAdams Disc Ruling machine.

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- Pile Feeders
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- Ruling Inks
- Ruling Pens
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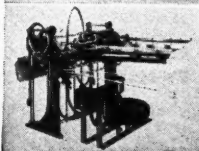
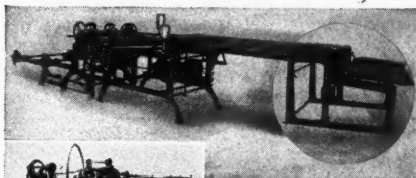
For disc ruling at its best, write for Bulletin I-104 and 107.

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Albert Broadmeyer, President
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ESTABLISHED 1842

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CAN BE USED



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Printing Machinery Division

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Classified Buyers' Guide (continued)

FOR SALE (Continued)

We Import

**NEW AND REBUILT
MACHINERY FOR THE
PRINTING TRADE**
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Printing Presses
Typecasters and Typesetting
Machines
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Machines
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Perforators, Corner Cutters,
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- 3—No. 2 Miehle Presses, size 35x50 with cross automatic feeder
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- 1—12" x 18" Chandler & Price Rice Automatic Press
- 1—20" x 30", 22" x 32" Thomson Cutter and Creaser

Attractively priced—all equipment must be removed in less than sixty days. For particulars communicate with

Northern Machine Works
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Philadelphia 22, Pa. (Fremont 7-5100)

(Continued on next page)

FOR SALE (Continued)



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**FOR PRINTING
BOOKBINDING
BOX MAKING**

Presses, folding machines, routers, planers, and all other print shop equipment—as well as machinery for the bindery and for the folding carton manufacturer. Our many years of competent service make many printers think of us first when they have equipment to sell. We have an adequate number of offerings on hand now. They are fully guaranteed—and are moderately priced. Consult us before you buy—or sell.

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Company**

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Harrison 7464

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Composition Caster #10297 with 1/2 H.P. variable speed motor and Bishop Gas Heat Regulator—Style D. Keyboard #5965 with one set extra Keybanks and Bars, 5 scales—7 Mat cases, Matrices and Wedges—1 each. Composition Molds: 6, 8, 10, 12 pt. All equipment in good condition, write Box C-1213, c/o Inland Printer.

• **SEYBOLD 40" 10-Z CUTTER.** This cutter is in excellent condition but we were forced to replace it with larger equipment, six blades included. Now running on our floor. Price \$1950.00. Howard Company, 119 N. Washington St., Peoria, Illinois. Phone 4-9188

(Continued on next page)



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10 x 15; 12 x 18 Chandler & Price Craftsman Automatic with impression control.
Miehle Vertical, V-36.
Kelly Clipper, 14 x 20.
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Miller Major, 27 x 40.
Pony Miehle, 22 x 34. Rebuilt. Immediate delivery.
No. 2 Miehle, 34 x 49.
No. 3 Miehle 32 x 45.

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26 x 38 Hunter Electro Copyist.
Hunter Drum Style Electric National Print Dryer, 25" diameter, 29" canvas.
17 x 19 Multilith Camera with lens and steel stand. Never used.

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14 x 22 Colts Armory.

37 x 52 Babcock, converted, for heavy board.
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Vandercook Full Page Power Proof Press.
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Miller Heavy Duty Saw Trimmer.
Wesel Radial Arm Router.
Shaver, Ostrander Seymour. Full page, flat shaver.
Casting Boxes, several sizes.

PAPER CUTTERS

30 1/2" Challenge Diamond Hand Lever Cutter
34 1/2" Craftsman, Chandler & Price late style power cutter.
38" Dexter Automatic.
45" Seybold Precision.
45" Seybold Dayton.
55" Seybold Holyoke

BINDERY

Model WF Cleveland Folder with Friction Feeder. Late style, 14 x 20.

Model B Cleveland with Air Wheel Pile Feeder.

Model B Cleveland with Hickok Continuous Feeder.

Model 55 Baum, 14 x 20 folder, with suction feeder.

Model 289 Baum, 19 x 25 folder, with suction feeder.

38 x 50 Dexter. Will make 32 page fold. Hand feed.

25 x 38 Dexter with Harris Suction Feeder.

Rosback Pony Rotary Pin Hole Perforator, 24 inch.

Rosback Power Vertical Perforator, 28 inch.

Rosback No. 10 Staple Gang Stitcher with 4 stations.

Nos. 3, 4 Boston Stitchers.

Wright Multiple Drill with 5 heads.

36" Paper Slitter with re-winder.

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5x8 TO 19x24**

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Be sure to visit our large warehouse and modern display of new and rebuilt printing machinery. Plant five minutes from Convention Headquarters.

Never a better time to— **TURN TO TURNER** and Save

We are gradually building our stock up to a pre-war normal. Deliveries are averaging from 2 to 4 weeks. Prices are RIGHT.

Welcome

MEMBERS AND VISITORS—29th Annual Convention
INTERNATIONAL ASSOCIATION OF PRINTING HOUSE
CRAFTSMEN—Aug. 8 thru 11th.

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Two Color Cottrell 64 Page Magazine Presses.
AC motor equipment. Now running 48" web.
Average production speed better than 4,000
per hour. Prints two colors on both sides of
sheet. Priced for quick sale. Can be seen in
operation.

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Bed—43 x 56

No. 41 Miehle Auto. Cylinder,
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33 x 46 No. 3 Miehle Auto. Unit

31 x 41 No. 4 Four Roller Miehle
Automatic

29 x 40 No. 4 Two Roller Miehle
Automatic \$4225

22 x 28 Miehle (two color) Horizontal
in Tandem

22 x 28 Miehle Horizontal \$4850

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go \$3950

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17 x 22 Model B Kelly Automatic

25 x 38 Miller Simplex Two Color

23 x 36 Miller Simplex Two Color

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31 x 41 No. 4 Four Roller Miehle

30 x 42 No. 4 Three Roller Miehle . . . \$2975

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17 x 22 Harris, Model LSB

22 x 29 Big Chief Webendorfer . . . \$8250

17½ x 22½ Mac Webendorfer

41 x 54 Miehle Two Color

39 x 54 Miehle Offset

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Model RP4 \$248.00

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New Challenge E Drill \$437.50

New Climax Drill,

Bench Model \$195.00

New Spinner Drill,

Bench Model \$94.50

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New Bien Rotary Perforator, 15" . . \$225.00

New Champion Stitcher, Model A . . \$300.00

New Champion Stitcher, Model 700, Calendar

Stitcher \$935.00

New Southworth Power Corner Cutter \$695.00

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flexible. No need to wash brush after each
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1938

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for America's
modern pressrooms

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Makes Embossing Easy

Needs no heating or melting—Simply wet it, attach it to tympan and
let press run until dry. Sheets 5¼x9½ inches. \$1.25 a dozen, postpaid.

Instruction with each package.

THE INLAND PRINTER
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Classified Buyers' Guide (continued)

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with check of \$4.00. We will renew and mail
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not satisfied. Printer Supply Co., 10 White St.,
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HELP WANTED

• **SUPERINTENDENT**—To take complete
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room and bindery. Must understand monotype
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Knowledge of costs and estimating helpful.
Excellent opportunity to develop fine position
for thoroughly experienced man. Write Box
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opportunity for a man who can develop beyond
his present scope. Include complete details of
training and experience in reply. Box E-1221
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and trimming. Mostly catalog and magazine
work. Good opportunity for sober ambitious
man. Waverly Publishing Co., Waverly, Iowa.

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MAN in good eastern Iowa plant, producing
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for sober ambitious man. Waverly Publishing
Co., Waverly, Iowa.

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annual volume. Good opportunity to party with
experience and who knows what it is all about
and can take full charge. Write in detail. Box
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Inland Printer, 309 W. Jackson Blvd., Chicago
6, Illinois.

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HELP WANTED (Continued)

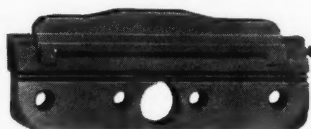
• **WORKING FOREMAN** of Composing Room for night shift. A-1 Compositor who has also had experience giving O. K. for press can fill this position. Fine city in Illinois. Permanent position to right party. Write C-1198.

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CAST MULTIGRAPH SLUGS ON YOUR LINOTYPE OR INTERTYPE



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25" strips, 18 to 72 pt. and wider. Long Wearing — Light Weight — Easy to Out — Economical. Sold by Leading Printers' Supply Dealers. Mfg. by **TI-PI Co.**, 1000 Broadway, Kansas City 6, Mo.

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PRINTERS' APRONS
NO LAUNDRY BILLS WITH MIRACLE PLASTIC
\$175
New Miraculous BLACK PLASTIC PRINTERS APRON gives real protection and yet can be washed with a simple cloth and machine or water. Made of Black Miracle Plastic which is shapable and durable, with three money pockets in upper part with pencil and typecase pocket. Stain proof, water proof, and does not wear. This apron was designed by a printer, made for lasting comfort, for 1948. Also, little as \$2.50, has the same pocket.
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(Continued on next page)

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not ALIBIS to my
customers now!"**

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GUARANTEED**

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SUN CHEMICAL CORPORATION
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2 SHERIDAN 3 KNIFE CONTINUOUS BOOK TRIMMERS
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LATHAM MODEL 1 MONITOR 3/4" STITCHER
CLEVELAND AUTOMATIC FOLDERS, MODEL B AND MODEL W

J. SPERO & COMPANY

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• **THE BAUER TYPE FOUNDRY, INC.**, 235 East 45th Street, New York, N. Y. Producers of fine type faces.

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- 2—No. 3 Smyth Book Sewers.
- 2—No. 4 Smyth Book Sewers.
- 1—No. 8 Smyth Book Sewer.
- 1—National Straight-Needle Book Sewer.
- 1—Latham Power Punch with punches.
- 1—Crawley Rounder and Backer.
- 1—Single Head Brackett Stripper.
- 2—Hand Job Backers.
- 2—Seybold Round Corner Cutters.
- 1—38" Hickok Ruling Machine Feeder.
- 1—Smyth Gluer with conveyor and ringer.
- 1—Burton Rotary Perforator.
- 1—Murphy Sealing Machine.
- 3—Portland Power & Foot Power Punches.
- 2—Latham Stitchers $\frac{7}{8}$ " capacity.
- 1—No. 4 Boston Stitcher $\frac{1}{2}$ " capacity.
- 1—3H Morrison Book Stitcher $\frac{3}{8}$ " Capacity.
- 1—Hand Roller Backer.
- 1—4-Head, 4-Station Christensen Gang Stitcher, AC motor.

COMPLETE LINE OF REBUILT BOOK and BOX STITCHERS.

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Model "A" Champion Book Stitchers, capacity $\frac{1}{4}$ ".
No. 26 Champion Stitcher Heads for Automatic Gang Stitchers.
Morrison Book Stitchers— $\frac{3}{4}$ ", $1\frac{1}{2}$ " and $2\frac{1}{2}$ " capacities.

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you drive 500 miles over a smooth concrete highway in a day and you forget what you saw. But if you come

new prices were to go at once. It was equally in- though, that all should be

PROMOTION?... Make it so good

they can't resist!



Promotion does its best sales work only when the paper is right. Rising Intralace is the most versatile paper on the market. For your special job there's one that tops the field... Ask your printer which one. He'll know—he's an expert!

Rising Intralace

- ✓ New brilliant white
- ✓ 5 weights
- ✓ Envelopes to match in 5 sizes
- ✓ Specially sized for offset and gravure
- ✓ Excellent printing surface for letterpress
- ✓ Inexpensive
- ✓ Distinctive pattern appearance

WHEN YOU WANT TO KNOW... GO TO AN EXPERT!



Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

The above advertisement appears in leading executive, advertising, and sales promotion magazines.

RISING ads tell your customers that you are an expert. Rising ads help pave the way for the customer's okay when you point out that "Rising is right for the job."

For promotions there is no more versatile paper on the market than Rising Intralace.



Rising Papers

PRINTING AND TECHNICAL

INDEX TO DISPLAY ADVERTISERS IN THIS ISSUE

Abrams, M. L., Co.	133
Acme Type Foundry	136
Aigner, G. J., Co.	133
American Baler Co.	136
American Roller Co.	123
American Steel Chase Co.	132
American Type Founders	4, 29
Ames Safety Envelope Co.	132

Bahnson Co.	102
Banthin Engineering Co.	118
Baltimore Type	125
Barger Box Co., Inc.	131
Baum, Russell, Ernest	48
Benson, N. C., Co.	136
Bingham's, Sam'l, Son Mfg. Co.	9
Brandtjen & Kluge, Inc.	20
Brown-Bridge Mills, Inc.	103
Burrage Glue Co.	134

Central Compounding Co.	22
Challange Machinery Co.	45
Chandler & Price Co.	49
Chemco Photo Products	50
Cheshire Mailing Machines, Inc.	114
Chillicothe Paper Co.	51
C. I. T. Corp.	11
Collins, A. M., Mfg. Co.	44
Consolidated Water Power & Paper Co.	5
Cottrell, C. B. & Sons, Co.	3
Craftsman Line-up Table	112
Craftsmen Machinery Co.	128
Cromwell Paper Co.	Inside Back Cover

Dayton Rubber Co.	1	27, 28
Dennison Mfg. Co.		106
Detroit Sulphite Pulp & Paper Co.		21
Dexter Folder Co.		24, 25, 32
Dixie Type & Supply Co.		135
Douthitt Corp.		111
Doyle, J. E., Co.		126

Eastern Corp.		10
Elco Typographic Service		136
Engdahl Bindery		22
Ennis Tag & Salesbook Co.		104

Falco Corporation		126
Federal Metals Division		16
Felters Co.		7
Foster Mfg. Co.		44
Fox River Paper Corp.		48

Gaetjens, Berger & Worth, Inc.		114
Gilbert Paper Co.		122
Goss Printing Press Co.		113
Graphic Arts Corp.		14
Gummed Products Co.		32

H & H Products		127
Hamilton Mfg. Co.		129
Hammermill Paper Co.		15, 105
Hammond Machinery Builders, Inc.		100
Haney, O. C., Co.		118
Harris-Seybold		115
Henschel, C. B., Mfg. Co.		44
Herbert Products, Inc.		128
Hollingsworth & Whitney Co.		33
Holyoke Card & Paper Co.		44
Howard Paper Co.		17
Huebner Laboratories		108

Ideal Roller & Mfg. Co.		119
Industrial Machinery Rebuilders		130
International Paper Co.		34
International Printing Ink Co.		47
Intertype		Back Cover

Johnson, Chas. Eneu & Co.		122
Jones, James H., Co.		136

Please Mention THE INLAND PRINTER When Writing to Advertisers



Kellogg Switchboard & Supply Co. . . . 116
 Kelly, E. J., Ink 135
 Kimberly-Clark Corp. . . . Inside Front Cover

L. A. Type & Rule Co. 126
 Lanston Monotype Machine Co. . . . 19
 Lasso Products, Inc. 130
 Lawson, E. P., Co. 41
 Linotype Supply Co. 127
 Ludlow Typograph Co. 1

Macbeth Arc Lamp Co. 110
 Management Bond 105
 Manubhai, Sons & Co. 132
 Maxwell Paper Co. 18
 McAdams, John, & Sons, Inc. . . . 131
 Mead Sales Co. 22, 23
 McGill, Edw. L., Co. 48
 Mergenthaler Linotype Co. 53
 Miehle Printing Press & Mfg. Co. . . 35
 Miller Printing Machinery Co. . . . 134
 Morgans & Wilcox Mfg. Co. . . . 128

National Lead Co. 125
 Naz-Dar Company 116
 Neenah Paper Co. 44
 New Era Mfg. Co. 110
 Northern Machine Works 40, 132
 Northern States Envelope Co., Inc. . 129
 Northwest Paper Co. 37, 38

Old Colony Envelope Co. 8
 Oxford Paper Co. 6

Paasche Airbrush Co. 117
 Paper Manufacturers Co. 112
 Payne & Craig Corp. 130
 Porte Publishing Co. 125
 Printing Machinery Division,
 Electric Boat Company 42

Rapid Roller Co. 52
 Ratnbun & Bird Co., Inc. 127
 Richards, J. A. Co. 118
 Rising Papers 137
 Roberts Numbering Machine Co. . . 127
 Roosen, H. D., & Co., Inc. 40
 Rosback, F. P., Co. 26
 Rutherford Machinery Division . . . 36

Scott, Asa, D., Industries 135
 Scott, Walter & Co., Inc. 134
 Shinn, Cobb 48
 Shulman, Ben 131
 Siebold, J. H., & G. B., Inc. . . . 12
 Simonds Saw & Steel Co. 39
 Sinclair & Valentine Co. 124
 Sleight Metallic Ink Companies, Inc. . 43
 Southworth Machine Co. 46, 107
 Spero, J., & Co. 135
 Stout, Samuel Co. 133
 Strong Electric Corp. 30
 Syntron Co. 128

Taylor Machine Co. 124
 Ti-Pi Co. 135
 Tompkins Printing Equip. Co. . . . 22
 Tompkins Printing Equipment Co.
 of Chicago 131
 Triangle Ink & Color Co. 132
 Turner Printing Machinery, Inc. . . 134
 Type & Press of Illinois, Inc. . . . 109

Universal Jogger Co., Inc. 133

Vandercook & Sons, Inc. 13
 Van Dillen, Inc. 130

Western Newspaper Union 132
 Western Printing Machinery Co. . . . 124
 Weston, Bryon, Co. 2
 West Virginia Pulp & Paper Co. . . 120, 121
 Whiting-Plover Paper Co. 31
 Wing's, Chauncey, Sons 130

The Inland Printer

Leading Business and Technical Journal in the Printing and Allied Industries

VOL. 121 • JULY, 1948 • NUMBER 4

Leading Articles for You This Month

	PAGE
What Does Craftsmanship Mean? By Perry R. Long	55
Album of 1948 Club Presidents	57
The Forty-Niners Were Not All Miners . . . By Haywood H. Hunt	62
Convention Program	64
Craftsmanship Marches On By Pearl E. Oldt	66
A Clinic-in-Print on New and Forthcoming Equipment for Every Type of Printing Shop	67
District Representatives	71
Visual Planning Board Proves Excellent Investment in Medium-Sized Plant By F. W. Reilly	74
"Why I Like the Printing Business" By Hjalmar Erickson	81
New Hand Composition System Meets Drastically Changed Requirements By Robert H. Roy	87

—all that plus these regular features

Month's News	95	Salesman's Corner	72
Offset Department	83	Typographic Clinic	82
Pressroom	77	What's New	92

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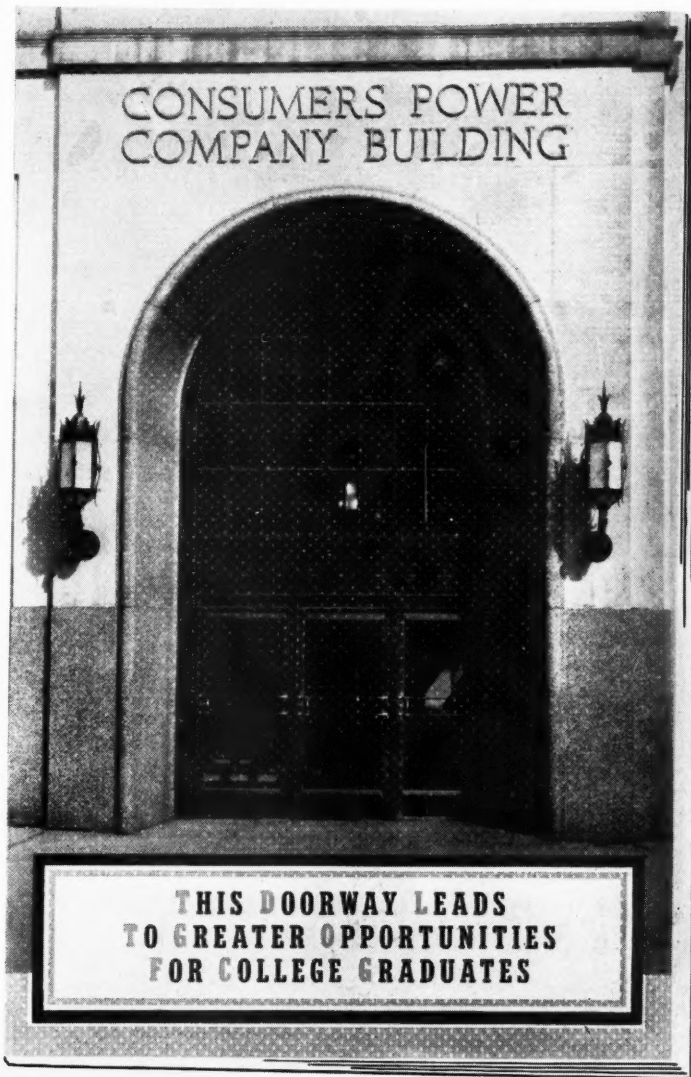
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simple*

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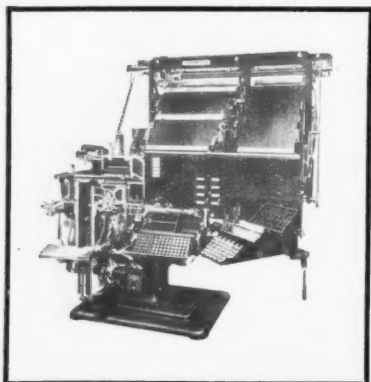
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